

INSIDE DOPE

by GEORGE F. TAUBENECK

Lambeau Flambeaued
Damned If He Didn't
Just a Friend
Ace Is an Interested Alumnus
They Were 'Pros' Too
Who's Boss Now?
This Time a Man
Had the Last Word
How the Lions Got a Shepherd
Market Quotations
Brains, Hey?
Greatest of Them All

Lambeau Flambeaued

Plenty of fans insist that the show excitable coach "Curly" Lambeau puts up on the sidelines is more fun to watch than the game itself. Lambeau now performs for the Chicago Cardinals.

For more than three decades Lambeau coached and managed the Green Bay Packers, and in the early years he quarterbacked the team, too. One of his greatest stars, Cal Hubbard, claims he perpetrated a practical joke that retired Lambeau from the line-up for good.

Green Bay was far ahead late in the fourth quarter, but Manager-Coach-Quarterback Lambeau was still pouring it on, trying to score more touchdowns. Hubbard passed the word on to his fellow linemen to let opposing players slam straight through on the next play. They did, and Lambeau—who had faded back to pass—was smeared like no quarterback ever was before or since.

That was all, brother.

Damned If He Didn't

Last time he tried to read a box score Frankie Fann's eyes hadn't focussed well. Right away he consulted an oculist. The latter seated Frankie on a stool and unrolled a distant chart of mixed-up letters. This chart went like this:

Z P B X I L K
z p b x i l k

Top line of this chart was printed in big capital letters, second line in smaller letters, and so on down the scale.

"Read the third line from the top," ordered the eye-doctor.

Frankie scanned it, read it slowly a second time, and then burred happily:

"Zilch. . . He played left guard for Notre Dame in 1923 . . . the year I earned my monogram."

Just a Friend

Ace Gutowski, rip-roaring Detroit Lions fullback, set a National Professional Football League record for yards gained in a single season—a record that stood up for many years. A fellow who could take a ribbing just as happily as he could dish it out, Ace used to confide on occasion (just for laughs) that he was part Indian.

"I was born in Oklahoma," he'd add, as if that explained everything. One night, in the apartment which the writer shared at the time with Gutowski's teammates, George Christensen and Regis Monahan, Ace bragged about his spurious Indian blood to a visiting fireman from Philadelphia.

"How quaint," the latter murmured. "Tell me, what Indian tribe was it?"

"Well, our family didn't adopt a tribe," Ace cackled. "A lone Indian dropped in to visit for a spell."

Ace Is an Interested Alumnus

Gutowski can't decide whether his biggest thrills were in professional football, in tournament bridge, or in drilling for oil. But he'd rather tell stories about the Indians in Oklahoma than anything.

Take Jake Footinmouth, who became a missionary to his own people. Jake didn't work much at it, but he did preach a sermon now and then.

"What do they pay you for

(Concluded on Page 8, Column 1)

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Milwaukee Journal Bans Misleading Appliance Ads

MILWAUKEE—A code of "clear truth" in appliance, television, and radio advertising has been adopted by the Milwaukee Journal and in its early stages is apparently meeting with success.

Early in September, the newspaper announced to the trade that "in the interest of honest advertising" it would censor and omit if not properly revised any "promotional advertising copy which in any way stretches the truth and goes beyond the bounds of reasonableness and fair play, or which may mislead or confuse the reader."

It listed these factors for advertisers to consider carefully:

"1. Heavily displayed, broad statement headlines, qualified by semi-hidden, small-type phrases.

"2. Illustrations of items unrelated to displayed price items.

"3. Layout devices which confuse a featured low-price unit with other more expensive items.

"4. Unwarranted promotion of merchandise but lightly stocked.

"5. Sales terms and prices neither clear nor complete.

"6. Failure to identify obsolete, discontinued, or used models.

"7. 'Contest' plans of questionable merit.

"8. Unwarranted display of 'free' or combination offers of only minor importance.

"9. General 'borax' appeal of heavy type and reverse plates.

(Concluded on Page 4, Column 1)

Shortages Cause I-H To Delay New Models

CHICAGO—Shortages of materials and a delay in producing new dies will prevent International Harvester Co. from bringing out its 1952 lines of refrigerators and home freezers prior to Feb. 1, according to Robert H. Burnside, assistant manager of general sales.

Burnside said the new line will require extensive retooling since the 1952 models will be changed considerably from the current ones.

Come on a Our Booth NEWS To Distribute 1952 Directory at Show

AIR CONDITIONING & REFRIGERATION NEWS will occupy exhibit space 429 at the All-Industry Refrigeration & Air Conditioning Exposition at Navy Pier in Chicago next week.

Copies of the 1952 Refrigeration and Air Conditioning Directory, containing 224 pages of classified listings of all types of products made by the industry and used in the application of the industry's products, will be distributed free of charge to those attending the Show. Copies of the big Nov. 5 special Show Issue will also be distributed on a "first come, first served" basis while the supply lasts.

The NEWS will sponsor another activity in its exhibit which is certain to attract a lot of attention not only on the part of those attending the Show, but of the entire country. Visitors to the Show are invited to participate in this activity, in connection with which a cash prize award will be made. (Further details will be given at the Show, and in the Nov. 5 issue of the NEWS.)

OPS Plans Controls To Replace Temporary Orders Now In Effect

WASHINGTON, D. C.—The Office of Price Stabilization is preparing to issue price control orders tailored to particular industries, the agency announced recently.

They will be issued over the next four months and will replace the temporary orders now in effect.

Price Stabilizer Michael DiSalle asserted emphatically that tailored orders will not be synonymous with higher ceilings. On the contrary, he said, "Any increase should be the exception rather than the rule. Our objective must be to keep from increasing prices and reducing them wherever possible."

He said that he would not sign any orders where prices are increased above the level of the General Ceiling Price Regulation unless they are "accompanied by the fullest kind of economic justification."

According to recently issued OPS standards for tailored price regulations, the tailored price ceilings will be established in one of the following ways:

Dollars and cents ceilings—to be used whenever possible.

A straight freeze where prices are frozen as of a certain date or period.

A modified freeze, where prices are frozen as of a certain date or period and then individual adjustments are allowed for cost changes after that date or period.

Cost plus a margin where either the cost is fixed or the margin is adjustable so that manufacturers can be forced to absorb a certain amount of future cost increases.

The levels at which prices will be fixed, if possible, will be the lowest of these three:

Current market prices.

Price prevailing between Jan. 25 and Feb. 24, 1951.

Pre-Korean price with cost changes up to July 26, 1951.

Southeastern Exchange Meeting Talks To Cover Freezers, Heat Pumps

ATLANTA — The Southeastern Electric Exchange will hold its annual sales conference at the Roosevelt hotel here Oct. 31-Nov. 2, with a number of appliance industry executives speaking at general sessions and committee meetings.

Main theme of the conference will be the importance of maintaining and perfecting sales forces and their work despite today's many uncertainties, according to J. W. Talley, managing director of the exchange. In addition to the household appliance field, talks will cover the heat pump, home freezing, commercial cooking, and many other topics.

First day of the conference, Wednesday, Oct. 31, will be devoted to meetings of the residential and rural sales, commercial load building, industrial power, advertising and public relations, and agricultural development committees. A joint meeting will be held that evening.

General sessions are set for Thursday morning and afternoon and Friday morning. There will be a luncheon with a speaker both days.

Among those scheduled to speak at the general sessions are T. J. Newcomb, sales manager, Electric Appliance Div., Westinghouse Electric Corp., and C. C. Walther, Walther Bros., New Orleans.

Newcomb will discuss "New Developments and Outlook In Electric Appliances for the Future" at the Thursday morning session. On Friday morning, Walther will present

(Concluded on Page 4, Column 3)

10% Excise Tax on More Appliances Effective Nov. 1

WASHINGTON, D. C.—New 10% manufacturers' excise taxes will be applied to a number of additional appliances, including garbage disposers, beginning Nov. 1 as a result of the revised tax bill that was passed into law just before Congress adjourned recently.

Garbage disposers have been thrown out of the original bill that the House rejected, but were restored in the final rush-through measure.

New products covered by the levy are electric and gas household clothes driers, electric dishwashers, dehumidifiers, ice cream freezers, mangles, electric sheets and spreads, power lawn mowers, heaters of the blower type, exhaust blowers, belt-driven fans, door chimes, floor polishers, waxers, food choppers and grinders, hedge trimmers, motion picture and still picture projectors, and pants pressers.

Wholesalers Exempt on Sales to Manufacturers

WASHINGTON, D. C.—New tax law passed by Congress on the eve of adjournment exempts parts wholesalers from paying excise taxes on refrigeration components sold to manufacturers.

Under the previous law, only manufacturers could qualify for an exemption certificate on components they sold tax-free to producers of end-products. Unless a wholesaler qualified as a manufacturer in his own right, he had to pay excise taxes on such sales.

Efforts to change this provision which were successfully culminated in the new law had been put forth over many months by the Excise Tax Committee representing the Highside Equipment Section of Refrigeration Equipment Manufacturers Association, which spearheaded the industry's campaign.

Consumer Durables Mfrs. Await Decision on Suspension of Color TV

NEW YORK CITY—Other manufacturers of consumer durable goods last week were awaiting the outcome of a meeting here at which Defense Mobilizer Charles E. Wilson and Defense Production Administrator Manly Fleischmann were to discuss with television manufacturers the suspension of all further development of color TV for the duration of the emergency.

It was thought that the meeting might indicate the fate of other consumer durables by clarifying the new

(Concluded on Back Page, Column 4)

IN THIS ISSUE

Here's How One Firm Cuts Selling Costs..	6
Appliance Campaign Stems Downward	7
Sales Trend	9
Locker Operators Tell How To Boost Profits	9
Cooling Speeds, Improves Wine Making..	11
New Store with Modern Equipment	11
Quadruples Grocer's Volume.....	12
Questions and Answers on	
Natural Gas Order.....	14
Map of Downtown Chicago.....	18
Editorial	10
What's New	13
Slants on Service.....	15
Refrigeration Problems	16
Patents	18
Government Contracts	18

7th All-Industry Exposition May Attract 15,000

'Biggest' Show In History Will Open Monday, Nov. 5 At Navy Pier, Chicago

CHICAGO—The Navy Pier here will teem with thousands of men from the refrigeration and air conditioning industry starting next Monday, Nov. 5, when the 7th All-Industry Refrigeration & Air Conditioning Exposition opens for a four-day run.

Some 10,000 to 15,000 visitors are expected at the Show, according to L. C. McKesson, chairman of the All-Industry Show Committee of Refrigeration Equipment Manufacturers Association who is sponsor of the Show.

Some 200 manufacturers have contracted to take more space than has been sold for any previous Exposition, so the Show will be the largest in the history of the event, McKesson says.

The All-Industry Refrigeration and Air Conditioning Exposition is open to anyone who is active in the refrigeration and air conditioning industry, and who can identify himself as such at the registration desk, which will be at the entrance to Navy Pier. There is no admission charge to the Show.

The Exposition will be open the following hours:

Mon., Nov. 5—2 p.m. to 10 p.m.
Tues., Nov. 6—10 a.m. to 6 p.m.
Wed., Nov. 7—12 noon to 10 p.m.
Thur., Nov. 8—10 a.m. to 4 p.m.

While there is still hotel room space available in Chicago, Show housing Chairman Herman Goldberg advises that those who have not yet made reservations do so at once, and possibly send reservation requests to more than one hotel.

Many major industry associations will hold conventions or meetings around the time of the Show (see programs for the individual groups elsewhere throughout this issue) among them being Refrigeration and Air Conditioning Contractors Association, Refrigeration Service Engineers Society, National Commercial Refrigerator Sales Association, and Refrigeration Equipment Wholesalers Association.

There will be no special entertainment put on by the Show sponsors, although various individual associations have planned banquets. The RSES banquet on Sunday night, Nov. 4, at the Hotel Morrison, will be open to all who wish to purchase a ticket, until the affair is sold out.

Chicago hotel headquarters for the industry groups are: REMA members and exhibitors, Hotel Sherman; Refrigeration Equipment Wholesalers Association, Hotel Sheraton; Refrigeration Service Engineers Society, Hotel Morrison; Refrigeration and Air Conditioning Contractors Association, Hotel Knickerbocker. National Association of Practical Refrigerating Engineers will be at the Congress hotel.

UsAirco Splits Sales Dept. Into 3 Separate Divisions

MINNEAPOLIS — The United States Air Conditioning Corp. here announces a reorganization of its sales department into three separate divisions, handling general equipment, packaged refrigeration equipment, and gas equipment, respectively.

The equipment division, headed by L. P. Hanson, vice president and sales manager, will cover blowers, coils, heaters, unit air conditioners, evaporative condensers, and other general air conditioning products. Hanson will be assisted by C. F. Hawkinson.

The packaged refrigeration division will handle window type units, store conditioners, and "Refrigerated Cooler-air" equipment, under the direction of D. E. Feinberg, vice president and sales manager, and R. D. McLain who is assistant sales manager.

William Moisselle has been named sales manager of the gas division, covering all of the company's gas products. A. J. Rocklitz will be his assistant.

REWA Plans Full Schedule of Speakers, Reports, Social Events at 3-Day Meeting

CHICAGO—Though the 16th annual meeting of the Refrigeration Equipment Wholesalers Association will cover three days—from Sunday, Nov. 4 through Tuesday, Nov. 6—the bulk of the activity will take place on Monday.

On Sunday, the board of directors will meet in the REWA headquarters hotel, the Sheraton here, and, as an innovation, will be attended by past presidents and delegates from each REWA region who come as observers.

On Monday, the entire day will be taken up by the annual membership meeting at which committee reports will be made and speakers representing the refrigeration field, government, and business will be heard.

On Tuesday evening, the annual cocktail party and banquet will be staged in the Sheraton's Boulevard Room and Grand Ballroom, respectively.

SUNDAY, NOV. 4

Meeting of the REWA board of directors.

MONDAY, NOV. 5

8 a.m.—Registration.
10 a.m.—Call to order for annual meeting.
Treasurer's Report—N. K. Mason, treasurer.
Finance Committee Report—N. K. Mason, chairman.
Trade Relations Committee Report—R. E. Warwick, chairman.
Awarding of 15-year plaques to members.

Address by outstanding business leader.

Manufacturers Relations Committee Report—F. V. Wilson, chairman.

Nominating Committee Report—R. E. Warwick, chairman.

Election of directors.

Report of President—J. P. Glass.

1 p.m. to 2:15 p.m.—REWA annual luncheon—Speaker, George F. Taubeneck, publisher and editor, AIR CONDITIONING & REFRIGERATION NEWS.

2:30 p.m.—Afternoon session.

"Problems Confronting Wholesalers at the Present Time"—A. B. Schellenberg.

Report on Washington activities—E. C. Marsden.

Introduction of government speakers—E. C. Marsden.

Open discussion on these talks.

4:30 p.m.—Adjournment.

TUESDAY, NOV. 6

7:30 p.m.—REWA annual cocktail party and banquet.

Davidson's To Handle I-H Line

DES MOINES, Iowa—Davidson's department store here has been appointed an International Harvester refrigeration dealer, it was announced by H. C. Kruse, I-H district manager for the Des Moines territory.

The appointment was announced in a 600-line newspaper advertisement, and in conjunction with this the store staged frozen food demonstrations.

It's Illegal But— Cattle Rustlers Store Quarry In Home Freezers

PHOENIX, Ariz.—Here's a new use for the home and farm freezer, but we doubt it will be recommended by manufacturers: hiding the evidence of cattle rustling.

Rustling, it seems, is far from dead. Armed cattle thieves are riding again in Arizona, Oklahoma, and even on the Atlantic seaboard.

But modern rustlers operate quite differently than the old badmen, according to *Parade* magazine. Working alone and using a small pickup truck and a rifle, they drive right up to a cow, or steer, fire point blank into the brain, and then take the animal home for storage in the freezer.

Rustling will cost cattlemen several million dollars this year, the magazine estimated.

Costly Television Sale

SAN FRANCISCO—Misleading advertising in violation of the local business and professions code recently cost Felix Lubran and Ben Melmet, partners of the Broadway Stores, television and appliance firm, \$500 and 30 days in jail each.

A customer's complaint that she was sold a 20-in. screen television set and then was delivered a 19-in. set led to the convictions. The Assistant District Attorney Irving Reichert, Jr. said that other violations had also been reported.

Area Near Meat Cases Good Selling Spot, Grocer Finds

CHICAGO—D. A. Shipwash, independent retail grocer of Austin, Tex., has determined through a merchandising experiment in his own store that the area near the meat cases is the best "hot spot" selling location.

Shipwash reports his findings in the current issue of *National Grocers Bulletin*, official publication of the National Association of Retail Grocers. Shipwash's article includes a diagram of his store which indicates the "hot spots" that are rated good, better, and best.

The rear of the store across from the meat cases is the "hot spot" area of "Shipwash's Park Around Grocery." The ends of the gondolas facing the meat department are utilized as feature spots for coffee, shortening, and soap.

"Shoppers, I find, with few exceptions," Shipwash says, "remember only a few advertised specials—coffee, shortening, and soaps particularly. And store prices are judged by these items."

He points out that the public is price-conscious and that these "leaders" prominently displayed and competitively priced convince customers that the entire store is competitively priced.

Phoenix Studies Need To Conserve Water Used For Air Conditioning

PHOENIX, Ariz.—Phoenix water department officials here are studying the need for a city ordinance requiring recirculating pumps and cooling towers for all evaporative coolers and refrigerated air conditioning equipment.

Only the fact that the city was able to skin through last summer's water shortage kept such a law from going into effect then.

A study made by D. M. Browning, a water inspector, indicates that these two types of cooling used 14,000,000 gals. of water per day of which 6,500,000 gals. were wasted. The other 7,500,000 gals. were used for irrigation purposes.

Browning's study revealed that mechanical refrigeration wasted 75% of the water it used, turning only 25% to irrigation, while evaporative coolers wasted 25% and turned 75% to irrigation.

Of the 14,000,000 gals. used, 6,000,000 gals. passed through mechanical refrigeration equipment and 8,000,000 gals. through some 40,000 home evaporative coolers.

Pongo Resigns from J. N. Adam Co.

BUFFALO—Richard Pongo has resigned as buyer of major appliances and television at J. N. Adam & Co., it was announced by store officials. His successor has not yet been appointed.

G-E Major Appliance Div. Settles In Louisville

LOUISVILLE, Ky.—General Electric Co.'s major appliance division has officially established headquarters in Louisville, Clarence H. Linder, general manager of the division, has announced.

Formerly headquartered at Bridgeport, Conn., the division has its principal offices and mailing address at the Chamber of Commerce building, 310 West Liberty St., until an administration building is constructed at Appliance Park in nearby Buechel.

"The present transfer of headquarters operations to Louisville is one of many steps to be taken in the major appliance division's long-range, multi-million-dollar relocation and expansion project," Linder said. "Construction of the first building at Appliance Park is on schedule, and by next spring production of jet engine parts will be under way."

Linder and his administrative staff, the staffs of the range and water heater department, and the advance engineering section and some members of the jet engine parts department have already arrived in Louisville and are set up for operations here.

The headquarters of other departments of the major appliance division will move to Louisville over a long period of time.

City Ordinance Aimed at Refrigerator Accidents With Discarded Units

WEST PALM BEACH, Fla.—An ordinance prohibiting the abandonment of old ice boxes or refrigerators without first destroying the door hasps or hinges has recently been adopted by this city.

A fine of \$500 or 60 days in jail or both is provided for violators.

City Attorney Robert Burns declared that an abandoned box was one that has been abandoned with no intent to further use it as a refrigerator.

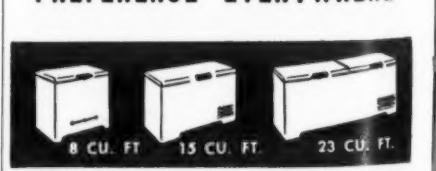
Burns noted that the ordinance applied to consumers and dealers.



CHILL CHEST

*The Greatest
VALUE in
FOOD FREEZERS*

THE FAMILY'S
PREFERENCE EVERYWHERE



Revco, INC. • DEERFIELD, MICH.

it's brand new

...and profitable too!

BTC GLASS FRONT display case



Here's the case that's sure to send your profit picture soaring—it's the handsome new BTC Glass-Front Cabinet. And it's designed to display more and sell more!

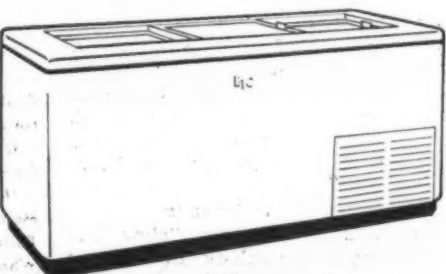
FLUORESCENT-LIGHTED INTERIOR shows off foods stored within—holds a full 10 cubic feet in only 53" x 30" floor space!

EXCLUSIVE "HIDE-A-WAY" LID is self-contained, fully insulated—slides under rear deck when cabinet is opened!

AND ALL THESE BTC FEATURES
Quadruple Thermopane glass front—4 compartments—full-color, 3-dimensional picture—gleaming white enamel finish—all-steel bonderized cabinet—1/2 H.P. hermetic compressor—vapor-sealed insulation—lateral plate evaporators—plus 5-year compressor warranty.

WRITE BREWER-TITCHENER TODAY and learn the full story on this profitable new frozen food cabinet! Ask for Glass-Front Display Case Bulletin.

MODEL SS-5310-D with superstructure.
Also available without superstructure.



SMART-LOOKING 16-Cubic Foot Display Case.
Model DC-16. With or without superstructure.

DISPLAY **BTC** CASES
The BREWER-TITCHENER Corporation
BINGHAMTON • NEW YORK

Visit Booth 302-304 ALL-INDUSTRY EXP., Navy Pier, Chicago, Nov. 5 to 8

AGGRESSIVE REPRESENTATIVES WANTED BY LEADING NATIONAL MANUFACTURER OF SINGLE AND MULTI-FLAVOR SOFT DRINK DISPENSING EQUIPMENT

This complete line offers one of the greatest potentials in the commercial refrigeration industry. Immediate volume sales and quality of performance proven by impressive list of nationally recognized distributors and chain users.

Intelligence and desire to work prerequisites. Specialty sales talent and ability to set up specialty sales distributors necessary.

High percentage compensation warrants above average effort

Following Territories Open:

South Carolina, Tennessee, Arkansas and South, Northern Michigan, Wisconsin, Minnesota, Iowa, Nebraska, Kansas, Southern Illinois, Missouri, Oklahoma, Texas and West including Rocky Mountains and Pacific Coast.

Reply in confidence—complete details. OR WIRE address during All-Industry Show for interview in Chicago.

Box 3846, Air Conditioning & Refrigeration News

There's no other refrigerator like it!

The Frigidaire Imperial

It's made for once-a-week shopping!



This 10 cu. ft. Frigidaire Imperial is different from the others because it has three separate refrigerating systems in one refrigerator! What's more, there's plenty of "elbow room" for a whole week's supply of food. And such outstanding convenience features as adjustable and sliding shelves—Hydrators that stack—exclusive Quickube Trays that give finger-touch ice service—easy-to-clean

Lifetime Porcelain interior, and aluminum shelves that can't rust.

Yes, and when you add to all this the many food-and-money-saving benefits of Frigidaire's SAFE COLD in Locker Top—SAFE COLD in the food compartment—and SAFE COLD in the Hydrators . . . you can easily see why the Frigidaire Imperial is such an outstanding value.

* Frigidaire reserves the right to change specifications, or discontinue models, without notice.

14 MILLION BUYERS HAVE SAID: "I'LL TAKE FRIGIDAIRE"

AMERICA'S NO. 1 REFRIGERATOR 

The only refrigerator to give you the 3 best kinds of cold each with its own refrigerating system and positive moisture control!

Completely sealed Locker-Top!

This big compartment keeps over 73 lbs. of meats and frozen foods, including 4 trays of big super-cold ice cubes, wrapped in constant, zero-zone cold.



Self-defrosting Refrig-o-plate!



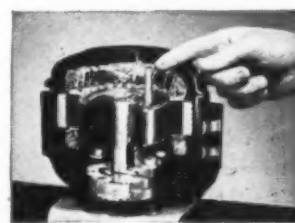
Exclusive Refrig-o-plate in completely separate food compartment maintains *super-safe cold*. Eliminates dripping moisture. Automatically defrosts itself once each day.

Cold-Wall Cooling!

Cold-Wall chilling coils in cabinet walls provide colder, more uniform temperatures, just the right *super-moist cold* for keeping fruits and vegetables garden-fresh. Twin, all-porcelain Hydrators hold nearly a bushel.



The one and only Frigidaire Meter-Miser does it all!



All three refrigerating systems are powered quietly, economically and dependably by a single Frigidaire Meter-Miser . . . simplest cold-making mechanism ever built. Only Frigidaire has it!

Misleading Advertising--

(Concluded from Page 1, Column 2)
 "10. References to color facilities in present TV sets must be made clear by inclusion of the standard clarifying statement on color TV. This statement is as follows: 'Note to readers—no set referred to in this advertisement will receive TV programs in color without the addition of special equipment at extra cost.'"

SUPPLEMENTARY RULES

A supplementary set of rules issued a little later included:

1. "No down payment" and all similar expressions are unacceptable.
2. Flat trade-in offers are unacceptable. Trade-in offers are only acceptable when they are clearly related to a particular item and when the current list price and actual net cost are shown.
3. At least temporarily, advertised prices must express in dollars the amount of warranty, service, or tax charges to be required.
4. Price comparatives. The expression "regularly" shall not be used unless it pertains to an item of the latest current manufacture, and unless the advertiser has been selling the item at that price within the last several weeks. It should not be used unless it is the price generally prevailing in the market for the item. Items not so qualified may be comparatively priced as "formerly," "originally," "made to sell at," etc. where such is in fact the truth.
5. Down payments. Be reminded of recent Federal Reserve Board notices, and of Item 1. Otherwise, in bona fide cases, with full explanation

of conditions, advertisers may point out that trade-in items may equal or exceed requested down payments.

On items under \$50, unrestricted today in current government regulations, "no down payment" may be used if properly explained and such items are adequately segregated from other units in the advertisement which may require down payment.

NEED FOR IMPROVEMENT

In announcing the code to the trade, the *Journal* asserted that advertising of appliances, television, and radio needed to be improved.

"Highly promotional type copy this summer has over emphasized payment plans, trade-in deals, price reductions, non-current models, free offers, contests, leaders, etc.," the *Journal* said.

"Neither a favorable nor profitable market can be created for an industry which confines considerable of its advertising to a semi-borax appeal."

"The variety, beauty, mechanical excellence, improvements in, and fair prices of current models have been largely subordinated. The pride and enjoyment in owning a selected model of a standard make is seldom featured."

"Too many advertisements give bold display to relatively unimportant inducements tied in with the sale of an already unpopular model."

"Honest informative advertising to this growing market can properly develop it and produce maximum profitable sales. Sound copy appeals of known effectiveness should be more prevalent."

Southeastern Exchange Meeting--

(Concluded from Page 1, Column 3)
 "An Appliance Distributor's Viewpoint of Utility Sales Program."

Opening the meeting of the residential and rural sales committee Wednesday, H. M. Kelley, manager, appliance sales, Frigidaire, will speak on "Yours Is a Leadership Role." Mort Farr, president of the National Appliance & Radio Dealers Association, then will discuss "The Merchandising Obligations of the Utility and Dealer for Mutual Benefits."

After talks on home service and home lighting, Edward J. Hegarty, director of sales training for the Westinghouse Electric Appliance Div., will talk about training salesmen.

Following a luncheon, the afternoon session will get under way with a speech by L. R. Mellem, commercial engineer with General Electric's Range and Water Heater Department, on "Electric Service Versus Bottled Gas."

Other talks at this session will be given by T. B. Smiley, residential and rural sales manager, Carolina Power & Light Co.; Ed. N. Avegno, Dealer Div. manager, New Orleans Public Service, Inc.; and a speaker to be announced.

Smiley will speak on "Selling Utility Service Through Mass Production." Avegno will discuss successful promotion of home freezing, and a speaker to be named will consider successful promotion of electric clothes driers and washers.

Meeting at the same time, the commercial load building committee will hear talks on opportunities for 1952 and on lighting, in the morning. In the afternoon, there will be two

talks on commercial cooking—one by Walter Sormane, sales manager, Commercial Equipment Dept., Hotpoint; the other by Luther Cale, commercial sales manager, Birmingham Electric Co.

There will also be two talks on the heat pump. H. M. Brundage, manager, Sales Div., General Electric, Bloomfield, N. J., will take up "Recent Heat Pump Developments," and W. B. Shenk, director, Commercial Development Dept., Florida Power Corp., will review "Five Years of Experience with the Heat Pump."

At these as well as other committee meetings, each talk will be followed by a discussion period.

Wednesday evening, conferees will see a stage presentation by Alston Rodgers, illuminating engineer, General Electric Lighting Institute. Highlighting the progress made in lighting during the past year, the presentation will include some 40 demonstrations of new development in lighting equipment, materials, and lamps, and a collection of colored slides on new trends in lighting applications and techniques.

Following are portions of the conference program of particular interest to the industry:

RESIDENTIAL AND RURAL SALES COMMITTEE

Wednesday, Oct. 31

"Yours Is a Leadership Role"—H. M. Kelley, manager, Appliance Sales, Frigidaire Div., General Motors Corp.
 "The Merchandising Obligations of the Utility and Dealer for Mutual Benefits"—Mort Farr, president, National Appliance & Radio Dealers Association.

Intermission.
 "Home Service as an Aid To Mass Selling and Customer Relations"—Miss Edith Hitchcock, home service director, Alabama Power Co.

"Increasing Revenue Through Home Lighting Activities"—J. L. Campbell, manager, Residential Div., New Orleans Public Service.

"Training Salesmen"—Edward J. Hegarty, director of sales training, Electric Appliance Div., Westinghouse Corp.

Adjournment for lunch.
 "Electric Service Versus Bottled Gas"—L. R. Mellem, commercial engineer, Range and Water Heater Dept., Appliance Div., General Electric Co.

"Selling Utility Service Through Mass Production"—T. B. Smiley, residential and rural sales manager, Carolina Power & Light Co.

Intermission.
 "Successful Promotion of Electric Clothes Driers and Washers"—Speaker to be announced.

"Successful Promotion of Home Freezing"—Ed. N. Avegno, Dealer Div. manager, New Orleans Public Service.

COMMERCIAL LOAD BUILDING COMMITTEE

Wednesday, Oct. 31

"Watts Cooking Commercially"—Walter Sormane, sales manager,

Commercial Equipment Dept., Hotpoint Inc.

"E.E.I. Commercial Cooking Sales Aids"—Luther Cale, commercial sales manager, Birmingham Electric Co.

"Recent Heat Pump Developments"—H. M. Brundage, manager, Sales Div., General Electric Co., Bloomfield, N. J.

"Five Years of Experience With The Heat Pump"—W. B. Shenk, director, Commercial Development Dept., Florida Power Corp.

JOINT MEETING

Wednesday Evening, Oct. 31

"1951 Lighting Progress Parade"—A stage presentation by Alston Rodgers, illuminating engineer, General Electric Lighting Institute.

GENERAL SESSIONS

Thursday, Nov. 1

Address of welcome—Geo. S. Dirdwiddle, president, New Orleans Public Service Inc.

"A Sales Blueprint For 1952"—C. A. Tatum, vice president, Dallas Power & Light Co.

"Effective Methods In Developing Highly Compensatory Business"—Edwin C. Vennard, vice president, Middle West Utilities Co., Chicago.

Intermission.
 "New Developments and Outlook In Electric Appliances For the Future"—T. J. Newcomb, sales manager, Appliance Div., Westinghouse Electric Corp.

"Public Relations"—Speaker to be announced later.

Luncheon. Address by C. B. McManus, president, Southeastern Electric Exchange, and president, The Southern Co., Atlanta.

"Electric Power and Trends In Textile Mill Processes, Equipment, and Products In The South"—Dr. M. Earl Heard, vice president in charge of research, West Point Mfg. Co., Shawmut, Ala.

"Possible Solutions To the Acute Shortage of Engineering Manpower"—Dr. Lee H. Johnson, Jr., dean, College of Engineering, Tulane university.

"Weighed In The Balance"—Frank Watts, *Farm Journal*.

Friday, Nov. 2

"An Appliance Distributor's Viewpoint Of Utility Sales Program"—C. C. Walther, partner, Walther Bros., New Orleans.

"Mobilization Today—And Next Four Years"—Fischer Black, editor, *Electrical World*.

Intermission.
 "Agricultural and Rural Electrification Development In the Southeast"—Dr. Paul W. Chapman, associate dean in charge of instruction, College of Agriculture, University of Georgia.

"America's Number 1 Sales Job"—Dr. Adam S. Bennion, vice president, Utah Power & Light Co.

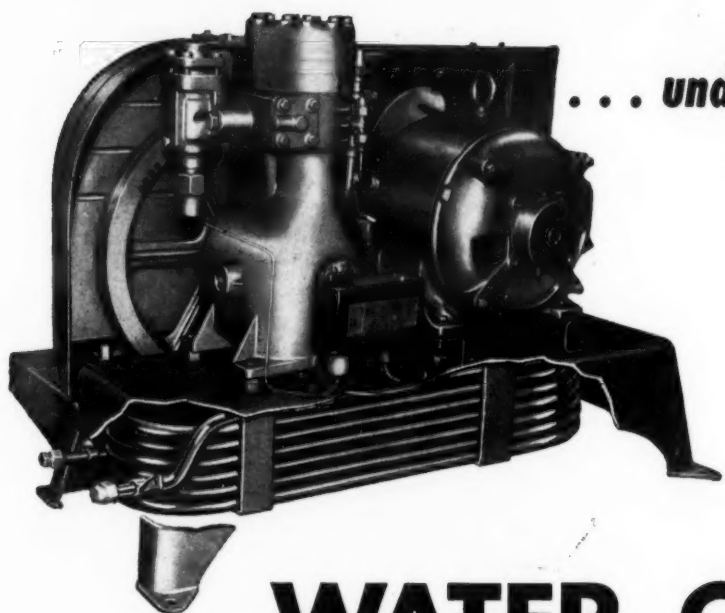
Luncheon. Address by Frank W. Wilkes, president, Southwestern Gas & Electric Co., Shreveport.

NEW PRODUCTS?

Turn to "What's New" Page for useful information on new products. Use Key No. for fastest service.

UNIVERSAL COOLER'S answer to water conservation problems!

AIR COOLED



... under normal conditions!

WATER COOLED,

... too, when extreme conditions require!

NOT A "HALF-AND-HALF" COOLING SYSTEM

Gets quick approval where building codes require conservation of water!

Write for copy of New York Water Dept. letter approving this condensing unit.

Fully air cooled and delivers its rated output without the use of water in normal operating conditions.

Water-cooling system automatically activated only when extreme conditions require the use of water to maintain the rated capacity of unit.

Additional protection at little extra cost. Sizes: 1/2 H.P. through 3 H.P.



UNIVERSAL COOLER

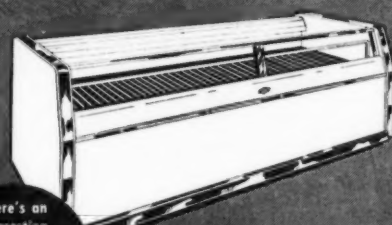
MARION, OHIO

Division

TECUMSEH PRODUCTS COMPANY, TECUMSEH, MICH.

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Serving America's
Finest Food Stores!



There's an interesting story for dealers in "Bally MEANS BIG BUSINESS". Copies available

OPEN STYLE Single Shelf Case
Front and Rear Loading Models
Canopy Available

...ONE OF 62 DIFFERENT
BALLY MODELS and SIZES

Bally

REFRIGERATED DISPLAY CASES
Bally Case and Cooler Co., Bally, Pa.

Rural Service

Keeping Farmers' Electrical Appliances Operating Is Duty of Dealers and Also Builds Goodwill

CINCINNATI—Retailers seeking rural appliance business should consider it their obligation to arrange for the proper servicing of this equipment, L. P. Olson, Moline, Ill., member of the executive board of the National Appliance and Radio Dealers Association, told the National Farm Electrification Conference here recently.

Participating in a panel discussion on "Problems of Selling and Servicing Electrical Equipment," he outlined a program to facilitate rural service.

"Encourage customers to bring small items needing repair or detachable parts to be serviced to the store for greater efficiency, economy, and traffic-building," he advised.

"See that the farmer gets clearly, simply prepared and durable instruction literature with every appliance you sell to him. If you can show adequate demand, distributors will doubtless secure such material for the dealer from the manufacturer.

"By showing the farmer how to operate equipment properly, his difficulties with it are cut down. By showing him how to make elementary repairs and adjustments himself, his demands on the dealer are reduced. And, by warning him what not to monkey with, his likelihood of increasing servicing difficulties is reduced."

Olson suggested, as ways to handle rural service calls more efficiently, the distribution of pre-addressed postcards with the model number and type of equipment and the farmer's name and address already filled in at the time the sale is made and possibly the commonest type of trouble printed with check-squares next to each. This, he felt, would keep the possibility of having to go back for a spare part down to a minimum.

He also suggested planning routes

for all but emergency calls by phoning customers on nearby farms before each visit to check on how their appliances were working, their appliance needs, and to tell of new products on hand.

As the serviceman visits the farmer, he should inspect all appliances on the premises. "A little extra tape on a wire may prevent a fire or win a friend. Sales opportunities may arise, and unprofitable future service calls may be prevented," Olson declared.

"Inoperative electrical equipment does harm to the retailer by building ill will," he said. "By servicing or arranging for service on the merchandise he sells, the independent retailer can win and deserve the farm patronage in his area—and the big growing farm market is well worth going after, and giving the extra attention it requires."

NPA Rules on Excess Supply

Aluminum Inventory Cut to 45 Days; 'Freon' Added to Restricted List

WASHINGTON, D. C.—The permissible length of time for which aluminum supplies may be inventoried has been cut from 60 to 45 days by NPA.

In amending its Controlled Materials Plan Regulation 2 covering inventories, NPA stated that now "no user of controlled material shall accept delivery of any item of aluminum . . . if his inventory of such item is or by such receipt would become, in excess of the quantity of such item necessary to meet his deliveries, supply his services, or perform his operations, on the basis of his currently scheduled method and rate of operation during the succeeding 45-day period, or in excess of a 'practicable minimum working inventory,' . . . whichever is less."

Manufacturers who have outstanding orders for aluminum which, if

delivered, would boost inventories above the 45-day limit, should cancel the excess amounts or adjust delivery dates to conform to the regulation.

The regulation was also amended to read that it "does not provide for disposal of excess inventories which may be on hand." As before, however, these excess inventories are subject to requisition.

At the same time NPA announced that its inventory restrictions have been extended to a number of additional materials including "Freon" and trichloroethylene.

Businessmen are not permitted to accumulate more than a "practicable minimum working inventory" which means "the smallest quantity from which a person can reasonably meet his deliveries or supply his services on the basis of his currently scheduled method and rate of operation."

Military Takes Another Slice of Stainless Steel

WASHINGTON, D. C.—Though stainless steel mills are expected to produce as much stainless steel in the first quarter of 1952 as they are producing in the fourth quarter of this year, civilian users probably will get a smaller percentage of the output because of increased military demands.

National Production Authority officials indicated this at a recent meeting of the stainless steel industry advisory committee. They also stated that it may be necessary to take special action to prevent the diversion of nickel to less essential uses.

Chromium steel supplies are expected to be sufficient to cover all essential requirements during the first quarter though they will not be plentiful.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.

Learn about the STABILITY of SUNISO Refrigeration Oils at Booth 202 Chicago Refrigeration Show

SUN OIL COMPANY

PHILADELPHIA 3, PA. • SUN OIL COMPANY, LTD., TORONTO AND MONTREAL



Refrigerator, Freezer's Role In Bombing Raid By Enemy Described

NEW YORK CITY—The household refrigerator and the home freezer will play a vital role in civil defense in the event of enemy bombing raids, it was indicated recently by Lieut. Gen. Clarence R. Huebner, state defense director.

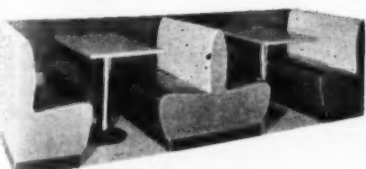
Advising every household here and in other "target" areas to stock food and water for three to five days in case of such raids, Gen. Huebner said some of the food reserves should be stored inside refrigerators to prevent radioactive contamination.

The official warned that an enemy raid would interrupt electric, gas, water, and transportation services, and that thousands of persons would be homeless and without food.

Stocks of home-stored foods, he pointed out, would keep families supplied until food reserves in the country could be delivered to a stricken area upon restoration of transportation facilities.

Gen. Huebner recommended that both food and water be consumed and replenished at intervals.

CHROME FURNITURE at LOW... LOW PRICES



Booth Illustrated

single \$39.50 list

double \$59.50 list

wall panel \$22.00 list

BIANCO manufactures quality chrome furniture at prices that command fast sales action. A complete line from de luxe to economy. Booths . . . settees . . . tables . . . wall panels. Upholstered in rugged Duran for long life.

write for illustrated catalog



2734 VICTOR STREET
ST. LOUIS, MO.



Getting Set for G-E Road Race Jamboree

TWO General Electric major appliance distributors—E. M. Farmer, president of Gould-Farmer Co., Syracuse, and Orrin P. Kilbourn, president of Orkil, Inc., Hartford—get set in a 1903 Cadillac for a fast start in G-E's Road Race Jamboree—the largest sales campaign ever held by the G-E Major Appliance Div. With them are C. W. Theelen, division manager of sales (standing left), and C. L. Bixby, Jr., campaign manager (standing right).

Free Theater Tickets Help Attract Evening Shoppers

CHEYENNE, Wyo.—As a means of popularizing their recently instituted Monday night opening, local merchants hand out a free theater ticket, upon request, to each Monday night customer.

This ticket, when accompanied by one paid adult admission, will be honored at a special "late shoppers" movie starting after 9 p.m. on the Monday night it is issued. Payment of tax and service charges will be required on the free ticket.

Price War Has Been Costly Macy Tells Stockholders

NEW YORK CITY—Even for such a retail giant as Macy's, price cutting is an expensive proposition.

Jack Straus, president of R. H. Macy & Co., Inc., told stockholders so in commenting on the price war Macy's New York store launched last May.

The price war, Straus said, "was beneficial to the extent that it reasserted Macy's traditional policy even though to date it has been expensive."

Commission on Net Profit

Compensation Plan Encourages Salesmen To Keep Sales, Installation Cost Down

MOBILE, Ala.—A compensation system under which salesmen are encouraged to steer clear of unwarranted expense and high trade-in cost has achieved outstanding sales results for Sharpe-Wheyland, Inc., dealer in both domestic and commercial Frigidaire equipment.

Sharpe-Wheyland built one of the South's largest and most impressive showrooms here in 1945, with two pastel-hued display rooms, side by side, for commercial refrigeration and home appliances.

Included in the store is a complete model kitchen in the rear of the domestic appliance showroom, and a "model store" in the commercial refrigeration showroom. Both rooms feature 100% visibility with all-glass fronts and both are air conditioned.

The sales staff consists of four full-time outside men on commercial refrigeration and three on domestic appliances. Both are paid under a separate compensation plan developed by Clayton Sharpe and Ed Wheyland, partners.

After much experimentation, Sharpe-Wheyland has settled on a plan whereby the commercial salesman receives 30% of the net profit, after the equipment sold has been installed, given its original service, guarantee, and otherwise completed.

"The 30% plan proved to have a lot of advantages we hadn't expected," Wheyland said. "For example, it prevents a salesman from getting over-

liberal in making trade-in allowances, since the amount of the trade-in naturally cuts down the amount of net profit which the sale will bring.

"Similarly, it militates against authorizing extra carpentry, plumbing, etc. Also, the salesman does not make rash promises on service, changes, etc., which will cut into the final profit.

"In other words, the plan sees to it that the salesman makes as clean a deal as possible, with maximum profit retained, since his own return will be commensurately higher."

Salesmen in the domestic appliance division receive a straight 8% or 10%.

One-Half a Refrigerator Advertisement Accents Integrity, Service

TORONTO, Ont., Can.—"Would You Want Only One-Half A Refrigerator?"

That was the theme of an institutional newspaper advertisement employed by the Ontario Association of Radio & Appliance Dealers, Inc. to stress the importance to the consumer of the dealer's service and integrity.

The advertisement followed up the question by stating: "A complete refrigerator is:

- "1. A quality product.
- "2. The dealer's integrity and reputation.
- "3. The dealer's ability to give service."

The advertisement carried the membership seal of the Canadian Association of Radio and Appliance Dealers, with which the Ontario group is affiliated. Copy continued:

"Actually, you see only half of the appliance as it stands there on display. Today, more than ever, there is more than meets the eye in a refrigerator, range, washing machine, radio, or television set.

"Back of the gleaming white porcelain or finely finished cabinet is the dealer's integrity, reputation, and ability to provide adequate service according to the manufacturer's guarantee. These are the hidden values you should be sure of when buying those new appliances for your home. Together they add up to long years of trouble-free enjoyment."

3 Direct-Sales Firms Ask Abolition of Green River Anti-Peddler Ordinance

GREEN RIVER, Wyo.—Three nationally-operated direct-sales firms recently sent representatives here to request the city council to wipe from its books the nationally famous anti-peddler ordinance which has been adopted by cities and towns all over the country to control the activities of house-to-house salesmen.

Mayor F. W. Wilks and members of the city council said no action would be taken until local public opinion had been sampled.

Then a date for a public meeting will be set to discuss the request, with city officials, businessmen, and civic and labor leaders sitting in.

Representatives for the three national direct-sales firms declared that repeal was necessary and desired by all large industries including home appliances. They believed that if Green River, originator of the ordinance which bans door-to-door solicitation for sales, were to repeal its ordinance, many other communities would do likewise.

Product Lines Wanted

For Sale Through Refrigeration Supplies Wholesalers

Experienced, established Texas manufacturers' representative agency wants additional lines of refrigeration and air conditioning equipment and components to be sold by refrigeration equipment supplies wholesaler. Cover large area in the southwest.

We will be at the All-Industry Show in Chicago Nov. 5-8 and interested manufacturers are asked to submit information on their lines and where they can be contacted in Chicago at the time of the Show.

Write Box 3835, Air Conditioning & Refrigeration News

New Twist to Old Gimmick

SEE IT at ROBBINS FREE! '20 Worth of Groceries
of YOUR OWN CHOICE
with the purchase of a **SPEED QUEEN Washer**

Use Your OLD WASHER towards DOWN PAYMENT

YES, just pick out \$20 worth of groceries of your choice in the store of your choice and ROBBINS will pay for them. Come to Robb's, buy the new SPEED QUEEN Washer. Then go to your grocer's, pick out \$20 worth of groceries... REPEATED BY DEMAND!

\$99.95 EASY TERMS

139 E. Water St.—Opp. HOME BARTY
Robbins FURNITURE

CHOOSE YOUR WASHER at Robbins Furniture, Elmira, N. Y., and with it you can choose \$20 worth of food at your favorite store. This bonus offer was found to have greater appeal than pre-selected food items.

Choice of Groceries Offered with Washer Sale

ELMIRA, N. Y.—The free grocery gimmick is not new in appliance merchandising, but Robbins Furniture here, gave it a new twist by allowing the customer to pick out her own food items.

Robbins staged a promotion on electric washers, giving \$20 worth of groceries free with each washer purchase. The customer was allowed to select whatever groceries she wanted in the food market of her choice. Robbins paid the bill.

This angle on the grocery gimmick appeared to have much more pulling power than the system of pre-selection of bonus food items, widely used by appliance stores. It was pointed out that many women don't want numerous food items found in the pre-selected collections. They like to pick out their own.

Response to the initial promotion of washers and free groceries was so good that Robbins repeated the offer. The customer was invited to use her old washer as down payment.



**Two
are
Better
Than
One**



**...to prove
this point**



**VISIT
BOOTH 524**

**REFRIGERATION
AND
AIR CONDITIONING
EXPOSITION**

Navy Pier Chicago, Ill.
Nov. 5 to 8

There's nothing unusual in being able to produce one good motor. But when that single unit must be multiplied by thousands, and all must match the original, it is a factor you should consider in selecting the motor for your products.

In Emerson-Electric motors, uniformity in appearance is unquestioned. Uniformity of performance, the important factor, has earned for them wide acceptance among America's leading appliance and

equipment manufacturers. Knowing the reputation of their products is determined by uniformly dependable performance, these manufacturers turned to Emerson-Electric motors.

More than 61 years of precision motor production has made uniformity one of the many advantages inherent in Emerson-Electric motors. For full information on this complete line of motors in the 1/20 to 5 h.p. range, write today for Bulletin No. 171.

THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.

EMERSON ELECTRIC
MOTORS • FANS APPLIANCES

New OSS Regulation 3 Permits Salary Adjustment Without Prior Approval

WASHINGTON, D. C.—Rules and procedures whereby salary adjustments for individual employees may be made without approval by the Office of Salary Stabilization were set up in the recently issued General Salary Stabilization Regulation 3.

The Salary Stabilization Board said the regulation is designed to provide broad limitations to safeguard the ends of stabilization while leaving maximum flexibility to employees.

Employees under the board's jurisdiction generally are paid either through the salary range method of payment or the personal or random method.

The new regulation provides three options for making merit or length of service increases for firms with salary ranges. It also provides for granting increases to employees of firms where the personal or random method of payment is used.

Three options for employers using the salary range method of payment are the past practice option, the 6% option, and the established plan option.

The past practice option permits application to the current year of the employer's actual experience in 1950 with a group of employees which he has treated as a unit in the administration of his salary schedules or practice.

The 6% option permits the employer to take 6% of the aggregate base salaries of all employees in a group and grant increases up to this amount.

The established plan option allows the employer to grant merit or length of service increases in accordance with an established salary plan in actual operation on Jan. 25, 1951.

Under none of these options, however, may the total merit and length of service increases in any year exceed 6% of the payroll.

An employer with a personal or random method of payment for a group of employees may make merit or length of service increases without OSS approval by the 6% option.

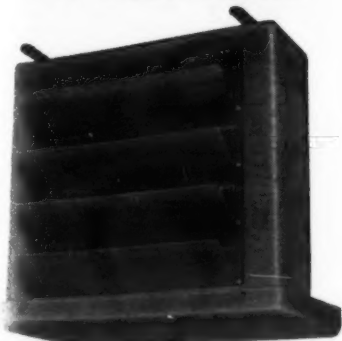
Such increases, the board pointed out, shall not furnish a basis either to increase prices or to resist otherwise justifiable reductions in prices. And the cumulative effect of such raises cannot amount to a general salary increase.

Barnes Becomes President Of Atlanta Carrier Corp.

ATLANTA—Lewis L. Barnes has been named president of the Atlanta Carrier Corp., succeeding the late Charles L. Templin.

A native of Atlanta, Barnes has been active in the air conditioning and refrigeration business in that city since his graduation from Georgia Tech in 1932. He became associated with Carrier at its inception in 1932.

LOOK to LARKIN for Good Looks



LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin ahead.

Manufacturers of the original Cross-Fin and Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

MEMORIAL DR., S.E. - ATLANTA, GA.

NARGUS Sets June 22-26 At Miami for Conclave

CHICAGO—Miami, Fla. will be the place and the week of June 22-26, 1952 the time when more than 15,000 of the nation's independent retail grocers will assemble for the 53rd annual convention and exhibition of the National Association of Retail Grocers.

Dinner Key auditorium, overlooking Biscayne Bay, will be the site of the NARGUS convention where America's leading manufacturers and suppliers of food and store fixtures will display their newest and finest products.

As a "clearing house" of information on the latest developments in food store operation, the 1952 convention sessions will present talks, panel discussions, and reports from retailers, other industry leaders, and government officials.

A series of small clinic sessions will deal with such subjects as productive grocery advertising, personnel selection and training, proper check-out, store layout, and profitable promotions.

A three-day post convention trip to Havana, Cuba has been scheduled.

Kelvinator Move In Phila.

PHILADELPHIA—Kelvinator ice cream cabinet division offices have been moved to 205 Main Line Center building, 50 E. Wynnewood Rd., Wynnewood, Pa., effective Oct. 1, it is announced by C. K. Snyder.

The offices were formerly located in the Bankers Securities building in Philadelphia.

Eliminates Guess-Work Grocer's System of Pricing 'By the Unit' Ups Produce Sales, Eases Shopping

CHICAGO—A new self-service system of selling fresh fruits and vegetables, called "unitizing," which has been introduced by George A. McKean, independent retail grocer of Seattle, has attracted national attention through an article published in *National Grocers' Bulletin*, official publication of National Association of Retail Grocers.

According to McKean, his system permits the maximum of self-service without the handicap of introducing a new pre-packaging method to customers.

McKean presents "priced units of produce" so that the housewife knows exactly how much she will get for how much money. It eliminates the need for weighing out produce and computing its cost. He estimates that through "unitizing" he has increased his produce sales 50%.

In the McKean system, for example, cauliflower is individually priced, as are peppers, cucumbers, and grapefruit. Corn is readily sold by placing three ears in a paper dish secured with a rubber band around each end. Spinach is unitized by simple rubber banding.

"Unitizing," McKean says, "takes the guess-work out of shopping for the housewife. A definite price on an item or package has greater sales appeal as it is more specific than a price per pound."

RACCA Schedules 7 Speakers To Discuss Industry Problems at Meeting Nov. 3

CHICAGO—After the welcoming ceremonies and an address by President Ted A. Reina, seven speakers will take the rostrum to discuss industry problems at the sixth annual convention of the Refrigeration and Air Conditioning Contractors Association, Inc.

The session will be held on Saturday, Nov. 3 in the Knickerbocker hotel here and will be followed on Sunday by a membership meeting and election of officers.

Guest speaker at the luncheon Saturday will be Joseph T. Meek, president of the Illinois Federation of Trade Associations, RACCA announced recently.

Subjects covered by speakers at the general session will include manufacturer-contractor trade relations, wage-hour and price controls, trends in refrigerated fixtures and air conditioning, methods of estimating air conditioning proposals, and control of inspection of manufactured products. Open discussions will follow each talk.

SATURDAY, NOV. 3

9 a.m.—Welcome to Chicago: Harry L. Bransky, president of the Chicago Association of RACCA.

9:15 a.m.—Detail of activities and entertainment planned: George T. Howe, program chairman.

9:30 a.m.—President's address: T. A. Reina.

10 a.m.—"Trade Relations Between Manufacturers and Contractors": C. S. Stackpole, vice president, Chrysler Corp., Airtemp division.

11 a.m.—"Wage and Hours Controls": Jerry Mitchell, U. S. Department of Labor. Open discussion of address.

11:30 a.m.—"Price Control": Michael J. Howlett, regional director, Office of Price Stabilization, Chicago.

12:30 p.m.—Luncheon. Speaker: Joseph T. Meek, president of the Illinois Federation of Trade Associations.

2:30—"Future Trend and Styling of Refrigeration Fixtures": Robert L. Tyler, president, Tyler Fixture Corp. Open discussion of address.

3 p.m.—"Trend in Air Conditioning Construction": H. J. Prebensen, Air Comfort Corp., Chicago.

3:30 p.m.—"A Method of Estimating Air Conditioning Proposals": Albert G. Weil, Refrigeration Maintenance Corp., Chicago.

3:45 p.m.—"Our Ideas on the Control of Inspection of Manufactured Products Relating to Our Industry, to Assure Good Equipment in the Field": R. E. Manns, Ralph E. Manns Co., Wilmington, Calif. Open discussion of address.

4 p.m.—"Progress with RACCA": Warren W. Farr, Refrigeration Sales Corp., Cleveland.

4:15 p.m.—"Plans for Continued Growth of RACCA": T. A. Reina, M & R Engineering Co., Brooklyn, N. Y., and president of RACCA.

4:25 p.m.—Door prize raffle by membership committee.

SUNDAY, NOV. 4

10 a.m. to 1 p.m.—Membership meeting and election of officers.

3 NEW STARS

AWAIT YOU AT THE 7th
ALL-INDUSTRY CHICAGO SHOW!

You've learned to expect the best from LA CROSSE. In the tradition of the finest these brand new beauties are added to the LA CROSSE line—the last word in distinctive design and superior construction. See them for the first time in Chicago at the Show—LA CROSSE BOOTH NO'S. 532- 36- 40.

NEW!

**SELF CONTAINED
BOTTLE COOLER**

Model #865

There's sales appeal a-plenty in this sleek new 6 ft. cooler. Features well insulated "slide away" doors, fingertip controlled . . . adjustable partitions . . . 3" Fiberglas insulation . . . 1/2 h.p. hermetic sealed condensing unit . . . holds 23 1/2 cases of 12 oz. bottles and is beautifully finished in black baked enamel. Also available in other models and stainless steel exteriors.

NEW!

METAL WALK-IN

It's here—and new as tomorrow morning! The new Metal Walk-In is another great stride forward for LA CROSSE THE LEADER—years ahead in design and engineering. Features interior construction of heavy galvanized steel, exterior of paint grip, zinc grip steel finished in gray baked enamel. Tongue in groove construction assures "LEAK PROOF" fit . . . steel lag screws and steel pads for "GRIP TIGHT" assembly and asphalt application for "SURE SEAL" joints and seams . . . 4" compressed Fiberglas insulation.

NEW!

REACH-IN

Model #858

You'll want to see the spacious interior of this new unit . . . the convenient adjustable shelving arrangement . . . the beautiful baked enamel finish on the paint grip, zinc grip steel exterior—you'll soon see it's packed full of sales power and perfect for any and all food serving establishments. 25.9 cubic feet of storage room . . . comes complete with all mechanical equipment. Other sizes soon available in complete and remote models.

PLUS THESE OTHER LA CROSSE FAVORITES

CLUB SPECIAL

**SURE-COLD
MILK
COOLER**

**SUPREME
BOTTLE
COOLER**

Particularly popular in school lunch programs.

LA CROSSE COOLER COMPANY

Factory and General Offices: 2801 Losey Blvd. S.,
La Crosse, Wis.

Export Office: 80 Broad St., New York City.
CABLE ADDRESS: EXIMPORT

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)
preaching, Jake?" Ace asked him.
"Mebbe 30, mebbe 50 dollars a year."

"That's damn poor pay, Jake."
"Me dam' poor preacher, Ace."

They Were 'Pros' Too

First and only time the writer met that illustrious coach of storied football teams, "Pop" Warner, was in Honolulu. In company with "Ace" Gutowski and George Christensen of the Detroit Lions, we spent a fascinating afternoon on the beach at Waikiki listening to old "Pop" reminisce about his fabulous Carlisle Indians. Sample reminiscence:

On the first day of football practice at Carlisle (after Warner arrived) 13 stolid Indian boys presented themselves, stoically and diffidently. They waited patiently, and apparently uninterestedly, for "Pop" to explain the game to them.

"Small squad," Warner recalled, "but they looked mighty good to me. Men—real men—all of 'em. First off, I lined 'em up and had 'em race the length of the field. Never saw so much speed in my life. Then I weighed 'em. They averaged 211 pounds. Trouble was, they had never played football. And our first game scheduled for the following Saturday!"

"Didn't have time to initiate them into the mysteries of football. So I lined 'em up in punt formation. They learned that. I told 'em it was a good formation for either offense or defense. Then I advised 'em; 'When you have the ball, bump down every man on other team. Then Indian who carries ball should run like Hell. When an official gives other team the ball, throw down any white man who carries it.'"

"We won our first game 53-0."

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Our Harry is a pal of "Toots" Shor, the New York restaurateur who caters to the sports mob. Shor, like Wismer, is a strong contender for the national insulting and practical joking championship.

Once upon a time Harry took his pretty wife, Betty, to New York to see the shows. Maurice Evans was playing "Hamlet," and Harry insisted that Shor accompany his party.

"This Shakespeare doesn't eat from me," complained Shor, "why should I see his show?"

But he went along, anyway. Harry is a persuasive fellow. He explained that Shakespeare's "Hamlet" is the best-read play in the English language, and that everybody should see it at least once.

Came the second-act curtain. "I'll bet," volunteered Shor, "I'm the only character in the joint who doesn't know how it'll come out!"

Greatest of Them All

As an undergraduate of Carlisle Institute "Indian Jim" Thorpe astounded the nation with his football feats. At the Stockholm Olympic games he astounded the world. Later he played professional football, basketball, and baseball, and created even more legends. He was the greatest all-around athlete in modern history.

Detroit had a professional football team, the Heralds, when Thorpe was performing for the Canton (Ohio) Bulldogs. Canton signed a contract to play the Heralds at Navin Field. Nobody could be sure that Thorpe would be anywhere at any given time, so the Detroit promoter promised Jim a thousand-dollar bonus if he'd show up and awe the spectators.

Jim arrived at the park as per scheduled. He was nursing a hang-over, though. Collapsing in a corner of the visiting players' dugout he promptly fell asleep. Throughout the first half the crowd kept chanting "we want Thorpe," "we want Thorpe." Big Jim was in no mood or condition to respond.

Thorpe's sponsor and the Detroit promoter awoke Old Jim and reminded him that he'd better play lest his \$1,000 bonus be forfeited. They also told the lazy Indian that people in the stands were sore about his non-appearance. Partly to get rid of his tormentors Thorpe promised to get into the lineup.

When he did stagger onto the field Canton had the ball on its own 15-yard line. It was fourth down and time to punt. Old Jim staggered back into punt formation, took the pass from center, whammed the ball down on his right foot—and kicked it 60 yards.

Slowly he trudged up the field behind his teammates. While Detroit had the ball Jim dogged it—in fact, looked as if he were asleep on his feet. Eventually Canton repossessed the ball. Fellow named Dunn was playing defensive fullback for the Heralds, and as the squads lined up Dunn yelled, "let's murder that big bum."

Thorpe called for a time out. Moseying toward Dunn he growled: "You mean me? You calling me a bum?"

"Yeah, you heard me." (Dunn felt he was on safe ground because Thorpe seemed in terrible shape.)

Thorpe returned to his position and grunted, "Never mind signal. Gimme the ball."

From punt formation he ploughed right over the middle of the line. Crashing through, he veered a bit so that he could smack into Dunn. He ran right over him and knocked him silly. Thorpe ran for a touch-down, and Dunn was out like a refrigerator light when the door is closed. While Dunn was being carried off the field Jim observed:

"When ol' Jim hits 'em they stay hit."

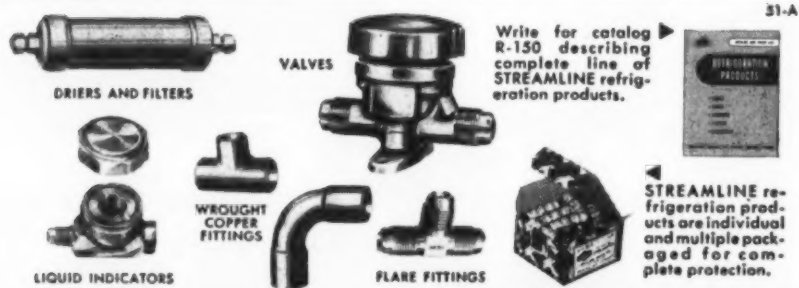
And they did, too, as Knute Rockne—to name but one of his "pro" opponents—often testified.

(To Be Continued)



IT PAYS to climb on the MUELLER BRASS CO. band wagon for . . .

- A full and complete quality line of protectively packaged refrigeration driers, valves, fittings and accessories—stocked and sold by your refrigeration wholesaler.
- Complete manufacturing facilities—from raw material to delivered product—under the strict control of Mueller Brass Co. craftsmen, technicians and engineers.
- A large, well-trained force of sales and field engineers to coordinate the laboratory and manufacturing facilities of Mueller Brass Co. with your needs.



MUELLER BRASS CO., PORT HURON 10, MICHIGAN

FINE LINE of BEVERAGE COOLERS

Fast, efficient cooling
The work-horse of beverage coolers

Sizes: 12, 22 and 32 case capacities with self-contained units.
17, 27 and 37 case capacities for remote installation.

YOU CAN'T BEAT THE VICTOR

For information write:

VICTOR

MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE

PRODUCTS CORPORATION • HAGERSTOWN, MD.

CLEANABLE WATER-COOLED CONDENSERS

More Efficient Double-Tube Counter-flow Design

1/2 to 25-Ton Capacity

Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers, machined and brazed.

Write for Catalog and Prices

WHOLESALE IN PRINCIPAL CITIES

Halstead & Mitchell

BESSEMER BLDG. PITTSBURGH 22, PA.

Frozen Food Locker 'Profit Parley'

Locker Operators Tell How To Boost Profits, Sell Freezers, Frozen Foods

CINCINNATI—"I would rather have 1,000 home freezer customers than build a 1,000-unit locker plant. They provide new customers with no investment on our part."

That's how one locker plant operator looks at today's situation with respect to frozen foods and the locker plant.

At a "profit parley" held during the 12th National Frozen Food Locker Convention here, H. D. Godshall of Lansdale, Pa., told how his firm had been in the ice business and then entered the frozen food and locker fields.

"Any locker plant without a merchandising program that depends on lockers and services is due to go broke, I believe," said Godshall, in pointing out the advantages frozen foods offer locker operators.

"Whether you make any profit on frozen foods isn't the question, but it keeps traffic coming into your plant—your locker renters," declared Bert Veenker, operator from Sioux Falls, S. D.

SEAFOODS IMPORTANT IN MIDWEST

"I look on frozen foods as a door-opener or get-acquainted idea. I put in seafoods in our locker plant. In the Middle West seafoods are an important item. Today we have more home freezer customers in our plant than locker renters."

"We call ourselves the 'frozen food college.' People learn about frozen foods from us and then 'graduate' to home freezers," explained Veenker, who said his primary business was operating a cold storage warehouse.

"We have a 40-ft. aisle to the locker room that's lined with frozen food cases. We handle top quality grades," he added in answer to a question about the advisability of stocking B grade lines of frozen foods.

"However, we're considering offering B grades at a price so users can compare the price line with a quality line."

It was Francis Hawkins of Olney, Md. who had the most favorable report on frozen foods, but, as he explained, "I have come up through grocery merchandising. I've operated a food store since 1933 and got into the locker business in 1939."

LOCKER RENTALS INCIDENTAL TO FROZEN FOOD SALES

"I considered lockers as our frozen food department so we merchandised

it that way. We have a complete frozen foods list, but do no slaughtering or poultry processing. Locker rentals are actually incidental to sales of frozen foods."

"We're 18 miles out of Washington, D. C. and cater to urban as well as rural customers. We draw users of home freezers from miles around."

"I was insistent that the plant have a good supply of frozen foods to buck the chain stores. Chains were buying direct from packers, so we tried to get a source direct at a price to compete with the chains. We also arranged with a local distributor of frozen foods to pick up small lots on the platform."

COMPETING WITH THE CHAIN STORES

"We carry a complete variety of frozen foods and the chains are shooting at us. We're also in the process now of enlarging our facilities so we can buy in larger quantities," Hawkins added.

Considerable direct mail advertising is done by this locker operator who explained that he obtained lists of home freezer owners from Sears and other outlets.

He also expressed the view that the current trend away from distributors in the frozen food distribution pattern could prove beneficial.

"The trend today," said another operator, "is for packers to put in warehouse stocks of frozen foods. This means that locker plants won't have to take carload lots to get a good price."

A New Orleans operator revealed that he recently started advertising on television.

"It costs us \$700 a month but when it doubles your business, it's worth it," he commented.

To get favorable prices and better promotion, another operator reported that a group buying and advertising campaign is being tried by several locker plants in one area.

C. W. Hedmark To Manage Servel Apt. House Sales at Chicago Branch

CHICAGO—Servel, Inc., has assigned C. W. Hedmark to its Chicago branch as manager of sales to apartment houses.

Hedmark has been with the firm since 1933. During most of that time he has been active in supervising the company's sales program to multiple-housing developments.

Ft. Wayne Appliance Dealers Stem Downward Sales Trend with 'All-Star' Promotion Plan

Indiana & Michigan Electric Sponsors Contest on Ranges, Driers, Water Heaters

By John O. Sweet and George M. Hanning

FORT WAYNE, Ind.—A two-month electric range, water heater, and drier campaign staged with its appliance dealers by the Fort Wayne Div. of the Indiana & Michigan Electric Co. did not achieve any sensational results, but it did reverse a downward sales trend and that's good.

That's the way R. L. Albaugh, residential sales supervisor of the division, summed up accomplishments of the promotion, known as "Reddy's Baseball All-Stars."

Specifically, the drive resulted in the sale of 89 more units than were sold in the preceding two months and 15 more than in the like year-ago period. Total sales of the three appliances during the promotion amounted to 586 units, compared with 497 in the previous two-month period and 571 in the corresponding period of 1950.

"Although we did not exceed the previous year's sales by any great number for the corresponding two months, we feel it was still good," Albaugh said. "We had been falling considerably behind last year especially on range sales up to the time of the campaign, and when the trend is down, to show plus figures is good."

33 DEALERS PARTICIPATE

Participating in the drive were 39 salesmen representing 33 dealers. This was approximately one third of the utility division's dealers reporting sales.

The campaign was in the form of a contest, with the winners getting free trips to a baseball game in Chicago. Here's how the contest was set up:

Each sale of an electric range, water heater, or drier gave the seller 10 points. Sales had to be to customers served by the utility in order to count, and a minimum of 80 points was required to qualify for the trip.

Winners were the 10 salesmen in the city of Fort Wayne and the 10 salesmen outside the city with the highest number of points. In addition, the salesmen who took first and second place in each division (inside and outside Fort Wayne) got to take their boss (if the winner or runner-up was his own boss, he took one guest). The utility also took along the three distributor or manufacturer's representatives whose combined sales by all dealers were high.

Participants were urged to advertise and display the three appliances and hold open house or a cooking school. The utility offered the services of its Home Service Department for the latter two activities. Also, the utility suggested, "Conduct your own promotions and, most important of all, know your product and sell aggressively."

UTILITY SPONSORS NEWSPAPER, RADIO ADVERTISING

To support the campaign, the utility ran 396 column inches of advertising in local papers and 108 column inches in each of the weekly papers throughout the area. This advertising and also utility radio commercials were devoted to the appliances being promoted.

(Building up to the drive, a total of 2,413 column inches of electric range advertising had been run in the area. Of this total, 1,229 column inches appeared in Fort Wayne.)

In addition, the utility's truck cards carried the electric range and water heater themes and the division displayed the three appliances in its offices.

Further, the utility offered to furnish contestants with prospect lists and to give demonstrations in stores or to public groups.

The utility furnished post cards to dealers for their salesmen to report sales and it kept a record of all sales. Weekly bulletins were sent out to participants so they knew how they stood in the contest.

When the contest was over, a total of 586 units had been sold—258 ranges, 263 water heaters, and 65 driers. This was 38 more ranges than had been moved in the previous two

months, 17 more water heaters, and 34 more driers.

Compared with the same two months of 1950, range sales were down 24 units. But water heater sales gained by four units and drier sales advanced by 35 units, making a total increase of 15 units.

Albaugh pointed out that the Fort Wayne division has 32,449 customers, with an average kwh. consumption per residential customer of 2,756. Range and water heater saturation were given as 44.1% and 28.8%, respectively. No figures are available on drier saturation.

Russell Radebaugh, Frank Dry Goods, topped the city of Fort Wayne winners with 400 points. Top salesman outside Fort Wayne was M. B. Habegger, Serv-Us Store, Berne, Ind., with 190 points. Distributor honors were topped by Frigid-Aire, which rolled up 830 points.

Carrier Names Ruediger Procurement Director

SYRACUSE, N. Y.—Appointment of Anthony G. Ruediger as director of procurement for Carrier Corp. has been announced by G. R. Auld, vice president in charge of manufacturing.

Ruediger will take over the post vacated by Ralph H. Andersen, who was granted a leave of absence to fill an important administrative position in the Defense Production Administration in Washington.

Ruediger has been with Chrysler Corp.'s purchasing department for the past ten years and has served as purchasing agent for that company's Airtemp division since 1946. He was elected president of the Purchasing Agents Association of Dayton in May of this year.

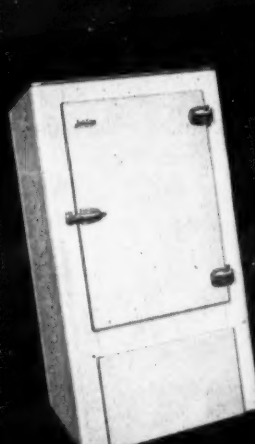


A. G. Ruediger

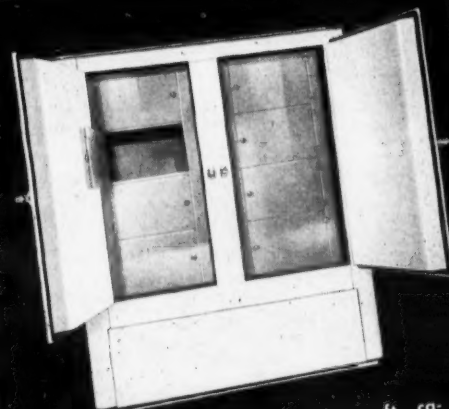
IT'S HERE!

The Sub-Zero

LINE for 1952



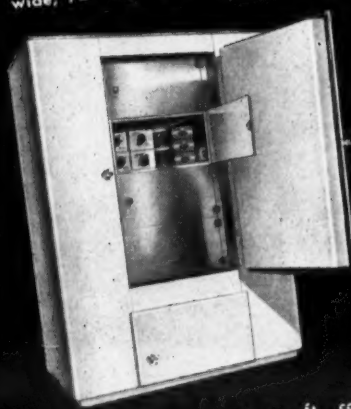
MODEL 17V — Beautiful 17 cu. ft. capacity freezer. Has four inner compartments with individual doors. Dimensions: 38½" wide; 72" high; 29" deep.



MODEL 32V1 — 32 cu. ft. capacity, two-door upright. Has eight inner compartments with individual doors. Dimensions: 64" wide; 72" high; 29" deep.



MODEL 21V — Modernly designed 21 cu. ft. upright with four inner compartments with individual doors. Dimensions: 38½" wide; 72" high; 29" deep.



MODEL 25V — 25 cu. ft. capacity upright. Four inner compartments with individual doors. Dimensions: 49" wide; 72" high; 29" deep.

Yes, here it is! A new line of Sub-Zero freezers... new designs... new capacities... and with the same highest quality construction that has made these fine freezers leaders in the field. Backed by 25 years experience in low temperature refrigeration, Sub-Zero now offers you even more sales appeal, more quality, more profits for you. Other Sub-Zero models up to 60 cu. ft. are available — plus custom-built cabinets up to 2,000 cu. ft. capacity. Write today for complete information on Sub-Zero.

See Our Display at the R.E.M.A. Show, Nov. 4—Booth 457

SUB-ZERO FREEZER CO., INC.
MADISON • WISCONSIN

THE COMPLETE LINE OF FREEZERS



"JOB TAILORED"

means money saved

• Your cold plate dollar goes further when you specify DEAN because you eliminate waste! You get a plate in the exact size you need... not one that is almost right, but a plate that accurately meets your specifications. You name the size—you name the shape... we make it!

You can have plates in zinc metalized steel, stainless steel and in other metals. You can get cylinders, U's, angles, tanks, etc., and also plates for baudelot-type coolers.



Using DEAN "job tailored" cold plates means dollars in your pocket on every job. Try them!

SEND FOR TECHNICAL DATA BOOK

Get the details on DEAN Cold Plates for ice cream cabinets, locker plants, soda fountains, farm milk coolers, farm freeze cabinets, low temperature test rooms, frosted food refrigerators, window displays, food counters, refrigerated transportation and subzero applications for industrial chilling.

DEAN
COLD PLATES

ANY SIZE
ANY SHAPE
MOST METALS

DEAN PRODUCTS, INCORPORATED
1042 DEAN ST., BROOKLYN 16, N. Y.
Sterling 9-5400

VISIT US AT REMA CONVENTION IN CHICAGO, BOOTH NO. 203

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)
preaching, Jake?" Ace asked him.
"Mebbe 30, mebbe 50 dollars a year."

"That's damn poor pay, Jake."
"Me dam' poor preacher, Ace."

They Were 'Pros' Too

First and only time the writer met that illustrious coach of storied football teams, "Pop" Warner, was in Honolulu. In company with "Ace" Gutowski and George Christensen of the Detroit Lions, we spent a fascinating afternoon on the beach at Waikiki listening to old "Pop" reminisce about his fabulous Carlisle Indians. Sample reminiscence:

On the first day of football practice at Carlisle (after Warner arrived) 13 stolid Indian boys presented themselves, stoically and diffidently. They waited patiently, and apparently uninterestedly, for "Pop" to explain the game to them.

"Small squad," Warner recalled, "but they looked mighty good to me. Men—real men—all of 'em. First off, I lined 'em up and had 'em race the length of the field. Never saw so much speed in my life. Then I weighed 'em. They averaged 211 pounds. Trouble was, they had never played football. And our first game scheduled for the following Saturday!"

"Didn't have time to initiate them into the mysteries of football. So I lined 'em up in punt formation. They learned that. I told 'em it was a good formation for either offense or defense. Then I advised 'em: 'When you have the ball, bump down every man on other team. Then Indian who carries ball should run like Hell. When an official gives other team the ball, throw down any white man who carries it.'"

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"Well, I've seen everything."

Sportscaster Harry Wismer, who has been airing pro football games for years and years, is admired by many and disliked by some. Major reason for the latter attitude: he's a confirmed "ribber" and practical joker. Anything for a laugh.

Our Harry is a pal of "Toots" Shor, the New York restaurateur who caters to the sports mob. Shor, like Wismer, is a strong contender for the national insulting and practical joking championship.

Once upon a time Harry took his pretty wife, Betty, to New York to see the shows. Maurice Evans was playing "Hamlet," and Harry insisted that Shor accompany his party.

"This Shakespeare doesn't eat from me," complained Shor, "why should I see his show?"

But he went along, anyway. Harry is a persuasive fellow. He explained that Shakespeare's "Hamlet" is the best-read play in the English language, and that everybody should see it at least once.

Came the second-act curtain. "I'll bet," volunteered Shor, "I'm the only character in the joint who doesn't know how it'll come out!"

Greatest of Them All

As an undergraduate of Carlisle Institute "Indian Jim" Thorpe astounded the nation with his football feats. At the Stockholm Olympic games he astounded the world. Later he played professional football, basketball, and baseball, and created even more legends. He was the greatest all-around athlete in modern history.

Detroit had a professional football team, the Heralds, when Thorpe was performing for the Canton (Ohio) Bulldogs. Canton signed a contract to play the Heralds at Navin Field. Nobody could be sure that Thorpe would be anywhere at any given time, so the Detroit promoter promised Jim a thousand-dollar bonus if he'd show up and awe the spectators.

Jim arrived at the park as per scheduled. He was nursing a hang-over, though. Collapsing in a corner of the visiting players' dugout he promptly fell asleep. Throughout the first half the crowd kept chanting "we want Thorpe," "we want Thorpe." Big Jim was in no mood or condition to respond.

Thorpe's sponsor and the Detroit promoter awoke Old Jim and reminded him that he'd better play lest his \$1,000 bonus be forfeited. They also told the lazy Indian that people in the stands were sore about his non-appearance. Partly to get rid of his tormentors Thorpe promised to get into the lineup.

When he did stagger onto the field Canton had the ball on its own 15-yard line. It was fourth down and time to punt. Old Jim staggered back into punt formation, took the pass from center, whammed the ball down on his right foot—and kicked it 60 yards.

Slowly he trudged up the field behind his teammates. While Detroit had the ball Jim dogged it—in fact, looked as if he were asleep on his feet. Eventually Canton repossessed the ball. Fellow named Dunn was playing defensive fullback for the Heralds, and as the squads lined up Dunn yelled, "let's murder that big bum."

Thorpe called for a time out. Moseying toward Dunn he growled:

"You mean me? You calling me a bum?"

"Yeah, you heard me." (Dunn felt he was on safe ground because Thorpe seemed in terrible shape.)

Thorpe returned to his position and grunted, "Never mind signal. Gimme the ball."

From punt formation he ploughed right over the middle of the line. Crashing through, he veered a bit so that he could smack into Dunn. He ran right over him and knocked him silly. Thorpe ran for a touch-down, and Dunn was out like a refrigerator light when the door is closed. While Dunn was being carried off the field Jim observed:

"When ol' Jim hits 'em they stay hit."

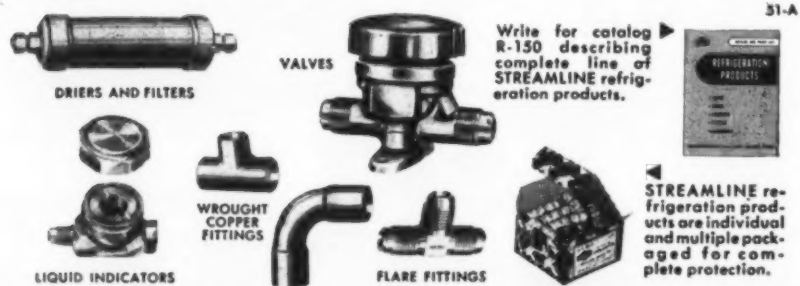
And they did, too, as Knute Rockne—to name but one of his "pro" opponents—often testified.

(To Be Continued)



IT PAYS to climb on the MUELLER BRASS CO. band wagon for . . .

- A full and complete quality line of protectively packaged refrigeration driers, valves, fittings and accessories—stocked and sold by your refrigeration wholesaler.
- Complete manufacturing facilities—from raw material to delivered product—under the strict control of Mueller Brass Co. craftsmen, technicians and engineers.
- A large, well-trained force of sales and field engineers to coordinate the laboratory and manufacturing facilities of Mueller Brass Co. with your needs.



MUELLER BRASS CO., PORT HURON 10, MICHIGAN

FINE LINE of BEVERAGE COOLERS

Fast, efficient cooling
The work-horse of beverage coolers

Sizes: 12, 22 and 32 case capacities with self-contained units.
17, 27 and 37 case capacities for remote installation.

YOU CAN'T BEAT THE VICTOR

For information write:

VICTOR

MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE

PRODUCTS CORPORATION • HAGERSTOWN, MD.

CLEANABLE WATER-COOLED CONDENSERS

More Efficient Double-Tube Counter-flow Design

1/2 to 25-Ton Capacity

Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers, machined and brazed.

Write for Catalog and Prices

WHOLESALE IN PRINCIPAL CITIES

Halstead & Mitchell

BESSEMER BLDG. PITTSBURGH 22, PA.

Frozen Food Locker 'Profit Parley'

Locker Operators Tell How To Boost Profits, Sell Freezers, Frozen Foods

CINCINNATI—"I would rather have 1,000 home freezer customers than build a 1,000-unit locker plant. They provide new customers with no investment on our part."

That's how one locker plant operator looks at today's situation with respect to frozen foods and the locker plant.

At a "profit parley" held during the 12th National Frozen Food Locker Convention here, H. D. Godshall of Lansdale, Pa., told how his firm had been in the ice business and then entered the frozen food and locker fields.

"Any locker plant without a merchandising program that depends on lockers and services is due to go broke, I believe," said Godshall, in pointing out the advantages frozen foods offer locker operators.

"Whether you make any profit on frozen foods isn't the question, but it keeps traffic coming into your plant—your locker renters," declared Bert Veenker, operator from Sioux Falls, S. D.

SEAFOODS IMPORTANT IN MIDWEST

"I look on frozen foods as a door-opener or get-acquainted idea. I put in seafoods in our locker plant. In the Middle West seafoods are an important item. Today we have more home freezer customers in our plant than locker renters."

"We call ourselves the 'frozen food college.' People learn about frozen foods from us and then 'graduate' to home freezers," explained Veenker, who said his primary business was operating a cold storage warehouse. "We have a 40-ft. aisle to the locker room that's lined with frozen food cases. We handle top quality grades," he added in answer to a question about the advisability of stocking B grade lines of frozen foods.

"However, we're considering offering B grades at a price so users can compare the price line with a quality line."

It was Francis Hawkins of Olney, Md. who had the most favorable report on frozen foods, but, as he explained, "I have come up through grocery merchandising. I've operated a food store since 1933 and got into the locker business in 1939."

LOCKER RENTALS INCIDENTAL TO FROZEN FOOD SALES

"I considered lockers as our frozen food department so we merchandised

it that way. We have a complete frozen foods list, but do no slaughtering or poultry processing. Locker rentals are actually incidental to sales of frozen foods."

"We're 18 miles out of Washington, D. C. and cater to urban as well as rural customers. We draw users of home freezers from miles around."

"I was insistent that the plant have a good supply of frozen foods to buck the chain stores. Chains were buying direct from packers, so we tried to get a source direct at a price to compete with the chains. We also arranged with a local distributor of frozen foods to pick up small lots on the platform."

COMPETING WITH THE CHAIN STORES

"We carry a complete variety of frozen foods and the chains are shooting at us. We're also in the process now of enlarging our facilities so we can buy in larger quantities," Hawkins added.

Considerable direct mail advertising is done by this locker operator who explained that he obtained lists of home freezer owners from Sears and other outlets.

He also expressed the view that the current trend away from distributors in the frozen food distribution pattern could prove beneficial.

"The trend today," said another operator, "is for packers to put in warehouse stocks of frozen foods. This means that locker plants won't have to take carload lots to get a good price."

A New Orleans operator revealed that he recently started advertising on television.

"It costs us \$700 a month but when it doubles your business, it's worth it," he commented.

To get favorable prices and better promotion, another operator reported that a group buying and advertising campaign is being tried by several locker plants in one area.

C. W. Hedmark To Manage Servel Apt. House Sales at Chicago Branch

CHICAGO—Servel, Inc., has assigned C. W. Hedmark to its Chicago branch as manager of sales to apartment houses.

Hedmark has been with the firm since 1933. During most of that time he has been active in supervising the company's sales program to multiple-housing developments.

Ft. Wayne Appliance Dealers Stem Downward Sales Trend with 'All-Star' Promotion Plan

Indiana & Michigan Electric Sponsors Contest on Ranges, Driers, Water Heaters

By John O. Sweet and George M. Hanning

FORT WAYNE, Ind.—A two-month electric range, water heater, and drier campaign staged with its appliance dealers by the Fort Wayne Div. of the Indiana & Michigan Electric Co. did not achieve any sensational results, but it did reverse a downward sales trend and that's good.

That's the way R. L. Albaugh, residential sales supervisor of the division, summed up accomplishments of the promotion, known as "Reddy's Baseball All-Stars."

Specifically, the drive resulted in the sale of 89 more units than were sold in the preceding two months and 15 more than in the like year-ago period. Total sales of the three appliances during the promotion amounted to 586 units, compared with 497 in the previous two-month period and 571 in the corresponding period of 1950.

"Although we did not exceed the previous year's sales by any great number for the corresponding two months, we feel it was still good," Albaugh said. "We had been falling considerably behind last year especially on range sales up to the time of the campaign, and when the trend is down, to show plus figures is good."

33 DEALERS PARTICIPATE

Participating in the drive were 39 salesmen representing 33 dealers. This was approximately one third of the utility division's dealers reporting sales.

The campaign was in the form of a contest, with the winners getting free trips to a baseball game in Chicago. Here's how the contest was set up:

Each sale of an electric range, water heater, or drier gave the seller 10 points. Sales had to be to customers served by the utility in order to count, and a minimum of 80 points was required to qualify for the trip.

Winners were the 10 salesmen in the city of Fort Wayne and the 10 salesmen outside the city with the highest number of points. In addition, the salesmen who took first and second place in each division (inside and outside Fort Wayne) got to take their boss (if the winner or runner-up was his own boss, he took one guest). The utility also took along the three distributor or manufacturer's representatives whose combined sales by all dealers were high.

Participants were urged to advertise and display the three appliances and hold open house or a cooking school. The utility offered the services of its Home Service Department for the latter two activities. Also, the utility suggested, "Conduct your own promotions and, most important of all, know your product and sell aggressively."

UTILITY SPONSORS NEWSPAPER, RADIO ADVERTISING

To support the campaign, the utility ran 396 column inches of advertising in local papers and 108 column inches in each of the weekly papers throughout the area. This advertising and also utility radio commercials were devoted to the appliances being promoted.

(Building up to the drive, a total of 2,413 column inches of electric range advertising had been run in the area. Of this total, 1,229 column inches appeared in Fort Wayne.)

In addition, the utility's truck cards carried the electric range and water heater themes and the division displayed the three appliances in its offices.

Further, the utility offered to furnish contestants with prospect lists and to give demonstrations in stores or to public groups.

The utility furnished post cards to dealers for their salesmen to report sales and it kept a record of all sales. Weekly bulletins were sent out to participants so they knew how they stood in the contest.

When the contest was over, a total of 586 units had been sold—258 ranges, 263 water heaters, and 65 driers. This was 38 more ranges than had been moved in the previous two

months, 17 more water heaters, and 34 more driers.

Compared with the same two months of 1950, range sales were down 24 units. But water heater sales gained by four units and drier sales advanced by 35 units, making a total increase of 15 units.

Albaugh pointed out that the Fort Wayne division has 32,449 customers, with an average kwh. consumption per residential customer of 2,756. Range and water heater saturation were given as 44.1% and 28.8%, respectively. No figures are available on drier saturation.

Russell Radebaugh, Frank Dry Goods, topped the city of Fort Wayne winners with 400 points. Top salesman outside Fort Wayne was M. B. Habegger, Serv-Us Store, Berne, Ind., with 190 points. Distributor honors were topped by Frigidaire, which rolled up 830 points.

Carrier Names Ruediger Procurement Director

SYRACUSE, N. Y.—Appointment of Anthony G. Ruediger as director of procurement for Carrier Corp. has been announced by G. R. Auld, vice president in charge of manufacturing.

Ruediger will take over the post vacated by Ralph H. Andersen, who was granted a leave of absence to fill an important administrative position in the Defense Production Administration in Washington.

Ruediger has been with Chrysler Corp.'s purchasing department for the past ten years and has served as purchasing agent for that company's Airtemp division since 1946. He was elected president of the Purchasing Agents Association of Dayton in May of this year.

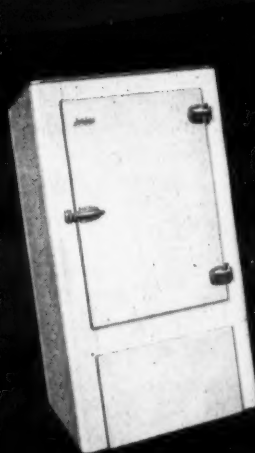


A. G. Ruediger

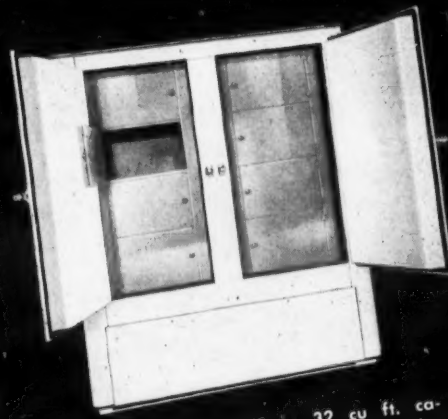
IT'S HERE!

The Sub-Zero

LINE for 1952



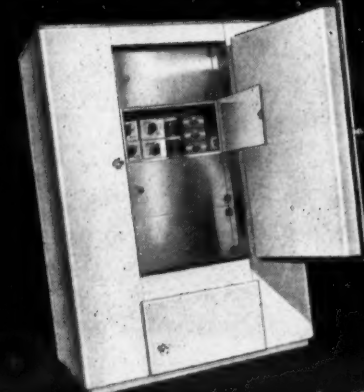
MODEL 17V — Beautiful 17 cu. ft. capacity freezer. Has four inner compartments with individual doors. Dimensions: 38½" wide; 72" high; 29" deep.



MODEL 32V1 — 32 cu. ft. capacity, two-door upright. Has eight inner compartments with individual doors. Dimensions: 64" wide; 72" high; 29" deep.



MODEL 21V — Modernly designed 21 cu. ft. upright with four inner compartments with individual doors. Dimensions: 38½" wide; 72" high; 29" deep.



MODEL 25V — 25 cu. ft. capacity upright. Four inner compartments with individual doors. Dimensions: 49" wide; 72" high; 29" deep.

Yes, here it is... a new line of Sub-Zero freezers... new designs... new capacities... and with the same highest quality construction that has made these fine freezers leaders in the field. Backed by 25 years experience in low temperature refrigeration, Sub-Zero now offers you even more sales appeal, more quality, more profits for you. Other Sub-Zero models up to 60 cu. ft. are available — plus custom-built cabinets up to 2,000 cu. ft. capacity. Write today for complete information on Sub-Zero.

See Our Display at the R.E.M.A. Show, Nov. 4—Booth 457

SUB-ZERO FREEZER CO., INC.
MADISON • WISCONSIN

THE COMPLETE LINE OF FREEZERS



"JOB TAILORED"

means money saved

• Your cold plate dollar goes further when you specify DEAN because you eliminate waste! You get a plate in the exact size you need... not one that is almost right, but a plate that accurately meets your specifications. You name the size—you name the shape... we make it!

You can have plates in zinc metalized steel, stainless steel and in other metals. You can get cylinders, U's, angles, tanks, etc., and also plates for baudelet-type coolers.



Using DEAN "job tailored" cold plates means dollars in your pocket on every job. Try them!

SEND FOR TECHNICAL DATA BOOK

Get the details on DEAN Cold Plates for ice cream cabinets, locker plants, soda fountains, farm milk coolers, farm freeze cabinets, low temperature test rooms, frosted food refrigerators, window displays, food counters, refrigerated transportation and subzero applications for industrial chilling.

DEAN
COLD PLATES

ANY SIZE
ANY SHAPE
MOST METALS

DEAN PRODUCTS, INCORPORATED
1042 DEAN ST., BROOKLYN 16, N. Y.
Sterling 9-5400

VISIT US AT REMA CONVENTION IN CHICAGO, BOOTH NO. 203

Cooling Speeds, Improves Precipitation Process at Milan Wineries

Overnight Refrigeration Replaces Prolonged Stay At Cellar Temperatures

DETROIT—Recent installation of a 15-hp. compressor to precipitate solids from wine at the Milan Wineries here is proving very efficient in operation, according to Charles Milan, head of the firm.

Engineered and installed by J. T. Coan of Motor City Refrigeration Engineers, the system employs a four-cylinder Baker "Freon-12" condensing unit to cool 1,900 gals. of wine from room temperature to 20° F. overnight.

This forces excessive amounts of cream of tartar out of the wine before it's bottled and thus avoids the possibility of undesirable deposits occurring in bottles.

BETTER QUALITY WINE

Prolonged storage at moderate cellar temperatures would eventually precipitate these solids, as it was done in the old days, but the modern method is merely an overnight operation that gives better quality control and an improved product.

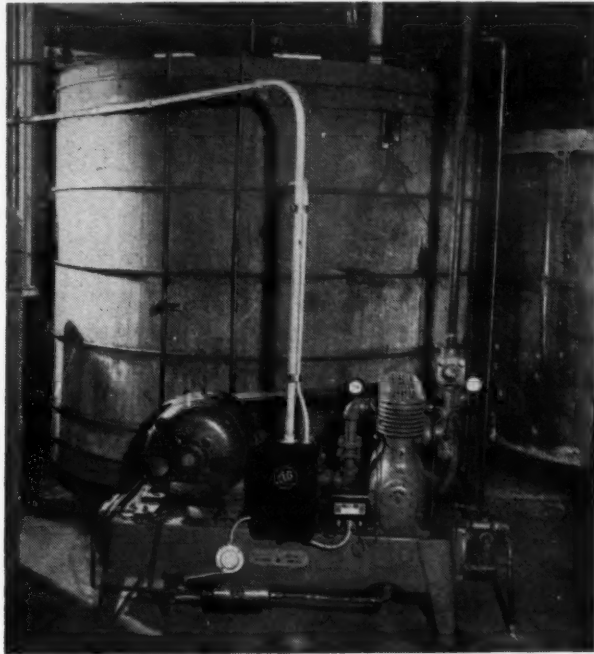
The unit at the Milan Wineries is mounted on the floor beside the 1,900-gal. wooden tank which is fitted with stainless steel direct expansion coils. Stainless steel must be employed because wine would attack copper. Agitator in this tank which operates to keep wine from freezing on the coils is likewise made of stainless steel.

Condensing unit is controlled by a thermostat which has a 1-ft. long bulb to feel the temperature of the wine. This bulb is inserted through the side of the 3-in. thick wooden tank about midway between top and bottom. It is enclosed in stainless steel.

GREATER DIFFERENTIAL

The thermostat has a much greater than normal differential setting, approximately 15° F., because the machine does not cycle.

Usually, the tank is filled with wine towards the end of the day and the machine thrown on manually. It runs steadily until the temperature has been pulled down to somewhere between 10° and 20°, depending on the thermostat setting. Then the machine stops.



SOLIDS are precipitated from wine before it's bottled at Milan Wineries in Detroit by 15-hp. condensing unit which cools wine in 1,900-gal. tank behind it from room temperature to 20° F. on straight pull-down cycle overnight.

By this time the cream of tartar has been precipitated out, but before the wine temperature has increased to the point where the thermostat might cut the machine back in, the clear wine will be pumped from this tank through a filter tank and thence into storage tanks awaiting bottling.

Extensive use of tanks and portable pumps is made in wineries such as this. Grapes trucked in from the vineyards first go into a machine which removes the stems. At the same time the "must" (as crushed grapes are called in the wine business) is pumped into large fermentation tanks. After fermentation the wine is pumped through the precipitating tank prior to bottling.

Installed in the liquid of the refrigeration system just beyond the drier as it leaves the machine is a solenoid valve which closes whenever the machine stops. Purpose of this is to prevent liquid slugs accumulating in the suction line during the off cycle and possibly damaging the machine when it starts up, explains Coan, the installing contractor.

"Selecting an expansion valve was something of a problem, too," he points out, "because the machine starts at high back pressure and then

pulls down close to 0° F. suction temperature. An ordinary valve which would handle the load at the start of the pull-down would let too much refrigerant through at low temperature and frost back to the machine. To avoid this we installed a special Sporlan valve with an external equalizer."

'Come and Get 'Em!!' Used Refrigerators Go at Flat Rate

ERIE, Pa.—The Winter Co., 1015 State St., disposed of a considerable number of used refrigerators during a special fall promotion in which a collection of used models were offered at one price of \$49.95.

The promotion was a feature of the store's 68th Anniversary Sale and was launched with a large newspaper advertisement, featuring the caption: "Come and Get 'Em."

Copy read: "Your chance to get a good electric refrigerator for only \$49.95. Quality used refrigerators. Priced to make every one a can't-be-forgotten bargain. You'll choose from famous makes, many models and sizes . . . with many years of top service to offer you. All are in good condition. Get yours now . . . enjoy it . . . and look! In 90 days, we'll redeem it (at the full price you paid) on a new refrigerator."

G-E Major Appliance Div. Now Has Merchandise Mart Office

CHICAGO—The General Electric Co.'s major appliance division has moved its north central district office to Room 1117 in the Merchandise Mart here.

According to C. W. Theelen, division manager of sales, the move does not presently involve the company's Chicago appliance exhibit, which will be continued in the American Furniture Mart.

Apprentice Committee Oversees Training of L.A. Refrigeration Men

LOS ANGELES—Kazuo Nakamura, apprentice coordinator of Japan, was a guest at a recent meeting of the joint apprentice committee of the Refrigeration and Air Conditioning Contractors Association of Southern California, Inc.

Henry B. Ely, executive secretary of the association and chairman of the committee at this meeting, explained that the committee is responsible for all apprentices indentured to it whether union or non-union.

"It has the duty to oversee the training of persons desiring to learn refrigeration work," Ely said, "to rate the apprentice in accordance with his ability, and to ascertain that the employer is living up to the apprenticeship standards and providing proper conditions of work."

At the meeting attended by Nakamura, the committee considered the protest of an employer to the rating by the committee, transfer of an apprentice from one employer to another, layoffs by an employer when the apprentice reached a high rating, and other matters.

Ely stated that the committee meets once a month and any employer is invited to attend, either to watch the proceedings or present an apprenticeship problem.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.

WHY A WHOLESALER?



A wholesaler is an indispensable factor in your welfare. He is the liaison between you, the buyer, and the manufacturer.

He serves as the local source for products which you can use to advantage, and brings them within your convenient reach. He can help you with installation problems; and questions put to him could be more quickly answered than would be possible if you went to the manufacturers direct. You can always go to him to obtain valuable information about the products you buy.

And of course, along with his constant endeavor to maintain complete stock assortments of kinds and sizes of his regular products, he is always abreast of the news and ever alert to any new developments and products that he thinks may bring you benefits.

Select a good wholesaler—and stick with him. He is in a most advantageous position to help you.

And in buying tube, select a good one—such as Wolverine—and stick to it. It's the quality-controlled tube that will deliver exceptional service.

WOLVERINE TUBE DIVISION, Calumet & Hecla Consolidated Copper Company, Incorporated, Manufacturers of seamless, non-ferrous tubing, 1413 Central Ave., Detroit 9, Mich. Plants in Detroit, Mich. and Decatur, Ala.

BUY FROM YOUR WHOLESALER



here's how to make
Extra Profits
from your customer list!

SEE 'EM—Go over your list . . . many of your customers and prospects have pressure-lubricated compressors. And each one is a logical prospect for the PENN Series 275 Oil Protection Control.

TELL 'EM—Explain how low oil pressure or slow pick-up of oil pressure can damage seals and bearings. And it can happen even in the best of refrigeration compressors.

SHOW 'EM—If oil pressure does not build up to the proper point when compressor starts . . . or if oil pressure drops during running cycle . . . the PENN Series 275 stops compressor operation automatically.

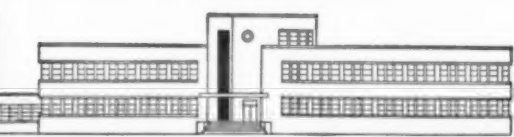
SELL 'EM—Every owner of a pressure-lubricated compressor needs this positive, automatic protection. It's easy to sell . . . ask for the order.



For extra profits . . . sell the Series 275. Get the facts.

Penn Electric Switch Co., Goshen, Indiana.
Export Division: 13 East 40th Street, New York 16, U.S.A.
In Canada: Penn Controls Limited, Toronto, Ontario.

PENN



AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

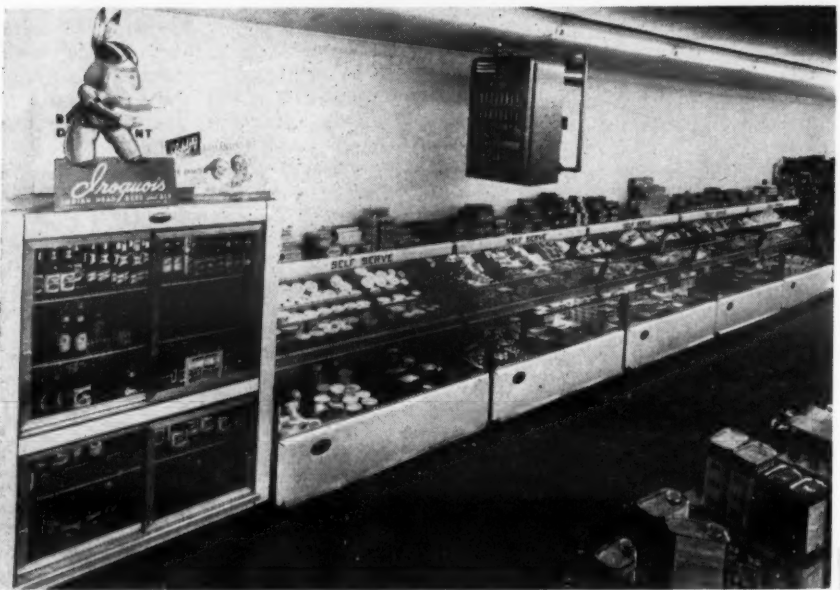


MODERN EXTERIOR of the new Marchese store, which was built right behind the old store.

Modernization Quadruples Business



TEARING DOWN this old building left a parking lot in front of the new store.



New Store Built Behind
Old May Gross About
\$800,000 In '51



SELF-SERVE produce department shown at the right of this picture is personally supervised by Sam Marchese, who feels it is one of the keys in marketing.



KOOLMASTER DIRECT DRAW

Engineered to serve beer to the "Brewmaster's" taste. Its smart appearance enhances any establishment. Choice of 8 models in Stainless steel or brown Dulux finish.



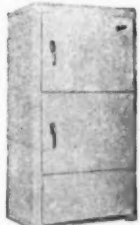
DRY KOOL BOTTLE COOLER

World famous for performance and design. 14 models to meet all requirements in stainless steel or brown Dulux finish.



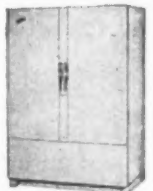
UPRIGHT FREEZER 15 Cubic Feet

Scientific placement of cooling coils, two separate food compartments, dual doors to minimize cold loss, insure balanced freezing at minimum cost.



REACH-INS

Modern flush fronts with recessed handles in popular sizes. Ten models to choose from. Available in white Dulux, stainless steel fronts and glass doors.

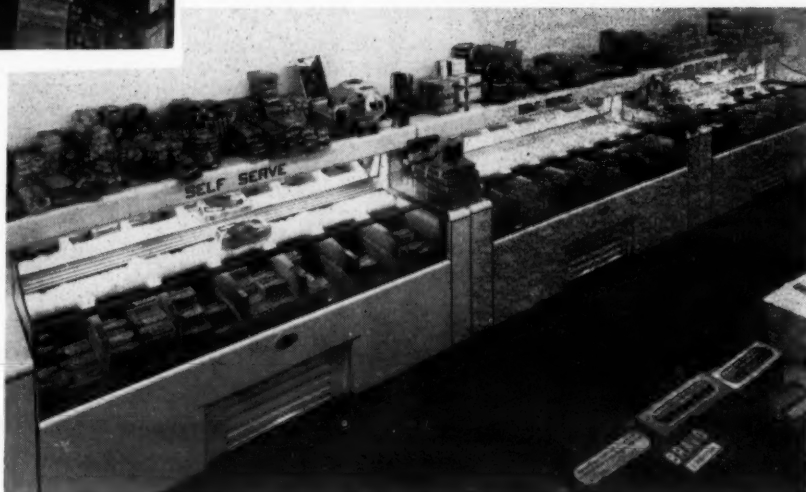


KUBEMASTER ICE CUBE MAKER

Whenever food or refreshment is served, ice cubes as you need them. Choice of 3 beautiful models.



ABOVE: Beer, dairy products are sold from these modern self-serve fixtures in the new supermarket. The owner thinks that his new store may gross \$800,000 compared to the \$168,000 in a previous year.



LEFT: Modern open-type frozen food cases with plenty of capacity were chosen by Marchese for his new supermarket.

BATAVIA, N. Y.—Converting his 30-year old neighborhood grocery into a modern supermarket and adopting the self-service method of operation has more than quadrupled Sam Marchese's annual dollar volume.

In his last full year of operation in the old store, Marchese did a \$168,000 volume. Early months of operation in the new store on the same site indicate that in 1951 he will do about \$800,000 worth of business.

Marchese made plans to build a new store last year. The lot on which the old store was located was a big one. Since the location was satisfactory, he decided to keep on doing business in the old store and build the new one right in back of it.

The old store in its entirety occupied a 45 by 45-ft. area on the front of the lot. Final design of the new market called for a retail selling area of 130 by 45 ft.—three times larger than the entire old building.

When the new market was completed, equipment installed, and stock moved, the old stand was demolished and the open space converted into a parking lot for 50 cars.

Equipment in the new store includes two 10-ft. two-shelf double duty meat cases (the fresh meat department is the only one not converted to self-service), one 10-ft. fish and poultry case, 30 ft. of multiple shelf dairy case, 20 ft. of refrigerated self-serve case for cold cuts and luncheon meats, 70 ft. of non-refrigerated display case for produce, 24 ft. of frozen food display case with mirrored canopies, one ice cream display case, one 45-cu. ft. slide-door, reach-in refrigerator for beverages,

and one walk-in cooler measuring 10 by 10 ft.

All refrigerators except the ice cream cabinet were supplied by the Sherer-Gillett Co. through its Batavia distributor, Fred Salway. Ken Darch of the Salway organization made the sale and supervised the installation.

Three check-out counters speed up the exit of customers once they have made their purchases.

Sam Marchese retains personal responsibility for the produce department in the new store. The department, with its 70-ft. display, is played up for all it is worth.

Marchese reasons that groceries are more or less standard packages and meat is graded. Therefore a food market can really make a name for itself if it makes available a variety of produce items properly displayed and kept appetizingly fresh.

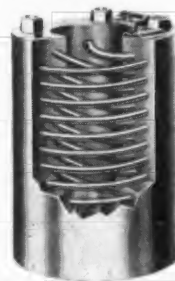
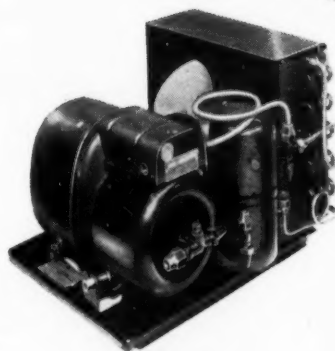
Marchese knows that produce is a "shopped for" item and that if he can get Batavians to think of his store when they think of produce, he stands a very good chance of getting the major portion of their food dollar.

Customers can still get free delivery service from Marchese if they desire it. A considerable volume of business is derived from telephone orders based on this service.

In setting up the new frozen food department, Marchese put in the open self-service type of case. In the old market, he had 20 ft. of low temperature cases of the cabinet type with closed top. He finds that the new type case makes it easier for customers to select from a wide variety of frozen foods.

heat-x

COOLER-COMPRESSOR ASSEMBLY



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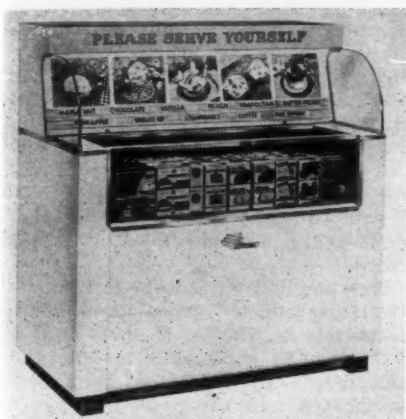
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What's New

When requesting further information on new products, please use "Information Center" form.



Combination Refrigerator Designed for Hospitals

KEY NO. A-1051

BUFFALO—A combination biological storage refrigerator for location in hospital nursing stations and pathology departments has been announced by the Jewett Refrigerator Co., Inc. here.

This under-counter refrigerator, model A 2903, is divided into three compartments. The upper section consists of three freezer plates for making and storing ice caps or cubes. It has a capacity of 12 2-lb. ice cube trays or ice cap bags.

The lower section is divided into two compartments with stainless steel pull-out drawers for the storage of biologicals and specimens.

The exterior and interior finish of this refrigerator is polished stainless steel. An insulated partition between the upper compartment and the two lower sections offers controlled refrigeration temperature by means of a vent device, the company said.

This unit is self-contained and operates on a 1/4-hp. hermetic unit mounted in the base of the cabinet. Insulation is sheet corkboard 3 in. thick.

Savage Cabinet Features Non-Fogging Glass Front

KEY NO. A-1050

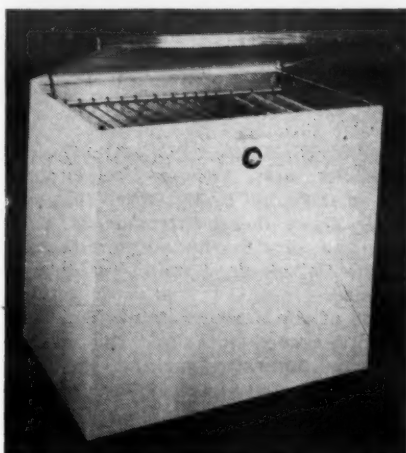
UTICA, N. Y.—A new merchandising cabinet with a non-fogging glass front was announced by T. E. Hoye, sales manager of the Refrigeration Div. of Savage Arms Corp.

Outstanding feature of the new cabinet, known as the "GF," is its glass front which gives full display to the contents. This consists of a 4-ply unit to prevent clouding or fogging, plus a protective plate of glass next to products.

Five full-color ice cream pictures in the superstructure are lighted by a fluorescent tube, which also highlights cabinet contents.

Refrigeration is provided by the cabinet's 1/2-hp. hermetically sealed "Freon-12" compressor.

Infrared Heat Rays Dry Clothes Without Tumbling



KEY NO. A-1053

NORWICH, N. Y.—A clothes drier that dries by infrared heat rays and without tumbling the clothes is being manufactured here by the Radiant Glass Appliance Corp.

Called the Dri-Master, the appliance is a chest-type cabinet with two radiant glass panels in the floor.

From 8 to 10 lbs. of clothes can be hung on wire hangers in the cabinet at one time for drying.

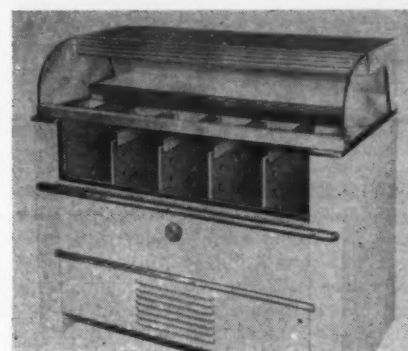
The company points out, however, that the Dri-Master is not a speed drier. Drying time will be from one to 2 1/2 hours depending on the weight of the items. The drier heats to 190° F.

The cabinet is made of cold-rolled steel, with an aluminum liner to provide insulation. The finish is a baked-on white enamel. The top is an acid resistant Formica panel available in seven colors; red, blue, yellow, green, and several shades of pearl.

The cabinet measures 36 by 36 by 24 in. and has a shipping weight of about 90 lbs. The Dri-Master carries a retail price of \$139.95.

Advantages cited for the unit by the manufacturer are that there is no lint, no wear and tear on the clothes, no noise, no installation cost, and no moving parts to get out of order.

Other uses for the drier are de-mothing woollens, pre-warming blankets for infants and invalids, and drying dishes.



Ice Cream Cabinet Has 10-Cu. Ft. Capacity

KEY NO. A-1055

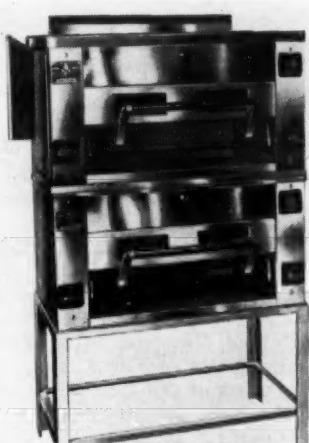
DETROIT—A new 10-cu. ft. ice cream sales cabinet has been introduced by Bailey & Perkins Co. here.

The cabinet has a Thermopane glass front for visual display and is lighted with fluorescent tubes. A merchandising shelf above the storage compartments provides space for toppings, insulated bags and other related items.

Slide-A-Way insulated night lids are an integral part of the unit.

It is powered by a Tecumseh unit. Four divider plates maintain sub-zero temperatures throughout the cabinet. Defrosting is provided by snap-on type defrosters.

MagiKitch'n Offers Grill Unit and 'Coffeestat'



MagiKitch'n Double Decker

KEY NO. A-1054

QUAKERTOWN, Pa.—A "Double Decker" combination char-broiler and grill unit with two inside broiler griddles and one top griddle for large capacity is now being produced by MagiKitch'n Equipment Corp. here.

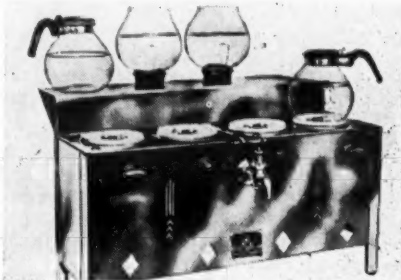
The company is also turning out an improved version of its model 11 automatic gas coffee maker.

Designated model MK 3-4, the gas-fired char-broiler and grill unit is said to be "ideal for the busy short order eating place with limited working space." The MagiKitch'n method of cooking is embodied in the two inside units. Through the use of infrared heat from above and conducted heat from below, no turning of meat is required.

Thus, according to the company, it takes a minute to a minute and a half to make an ordinary size hamburger, without the turning of the food and without the application of cooking oils. It is claimed that the unit will do at least 15 hamburgers, or 15 to 18 chops, or 6 to 10 steaks, depending on size, at one time.

Standard height of model MK 3-4 is 53 in., but it can be made higher or lower to suit special requirements, without additional charge. The unit is 22 1/2 in. over-all (including heat deflector at back), and is 32 1/2 in. wide at the base and 35 in. at the top (including grease tank at side).

One of the newer features of the model 11 "coffeestat" coffee maker is a utility shelf which will store both tops and bottoms of any glass coffee maker. Also, it was pointed out, "after the coffee has 'come up' into



'Coffeestat'

the top of the glass coffee maker, the entire unit can be set on the shelf where there is plenty of air circulation, and the coffee will 'come down' quicker."

In addition to four burners with high and low heat, the coffee maker has a thermostatically-controlled hot water system, so that 190° water can be drawn from the faucet—up to 400 cups an hour. This capacity is made possible by three copper tanks hooked up in series, making for speedy recovery of the heat, the company explained.

This unit measures 30 in. wide, 16 1/2 in. deep, and 16 1/2 in. high.

Eutectic Develops New Emergency Hardeners

KEY NO. A-1056

NEW YORK CITY—Two new compounds for emergency surface hardening of small tools or parts with an ordinary torch have been announced by Eutectic Welding Alloys Corp., here.

Eutectic's "Instant Hardener No. 1" is said to harden steel tools, parts, edges, threads, dies, drills, etc., "in a jiffy."

"Instant Hardener No. 2," while applied in a similar manner to No. 1, is strengthened with small hard facing particles mixed right into the compound. These hard particles, when heated, fuse with the parent metal to give a combination of hardening and hard overlay, making it particularly effective for such applications as hardening a plate against abrasive wear.

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BROOKLYN 5, N. Y.



Remote Reading Freezer Thermometer Introduced

KEY NO. A-1052

CHICAGO—A new remote-reading freezer thermometer, designed and manufactured by Fee and Stenwedel, Inc., of Chicago, is said to provide "an easier way to keep check on freezer temperatures."

It is mounted outside of the freezer at eye level or any location near the cabinet that is convenient for frequent checking. A blue and white zone-type scale permits "instant" reading.

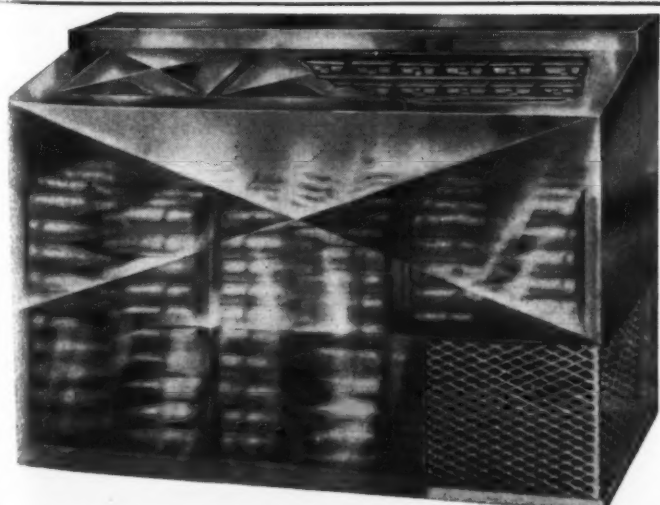
A sensitive capillary bulb hangs inside of the freezer and is connected with thermometer unit outside by means of a small capillary tube which rests on edge of opening and does not prevent tight closing of the lid, the company said.

See What's New! BOOTH 486

ALL-INDUSTRY SHOW
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Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

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450 W. FORT ST. DETROIT 26, MICHIGAN

Carrier Residential Weathermakers Immediately Available Coast-to-Coast

SYRACUSE, N. Y.—Carrier Corp. has announced that it is making its new Weathermaker residential all-year air conditioning unit immediately available on a nationwide basis and has launched a campaign to acquaint architects and home builders with new design possibilities.

The Weathermaker home, Cloud Wampler, Carrier president, pointed out, is freed from window and layout problems formerly imposed by ventilation requirement. Up to now, good design has been bound by the need to provide at least two movable sash windows in each room for cross-ventilation.

In the Weathermaker home, since conditioned air circulates at the desired temperatures throughout all living areas, windows can be grouped without restrictions to take advantage of the best natural light and view, of solar heating, and of interior living arrangements.

The building itself—freed from the cross-ventilation problem—can be laid out on an economical square or

rectangular floor plan, which gives more interior living space in proportion to expensive outside wall area.

The Carrier Weathermaker is being made available throughout the country after exhaustive home installation tests over a four-year period with hundreds of units placed in operation in selected areas.

Cost of the unit installed in the average two or three bedroom house will run only \$800 to \$1,200 more than for a conventional forced air heating system in most cases.

All operating parts of the unit are packaged in an attractive cabinet, so compact and well-insulated against heat and sound that it can be installed in a closet, alcove, or other space adjoining living quarters.

The Weathermaker operates on one thermostat, with a single control to switch from summer to winter operation.

There are models available for use with all types of gas, including natural, manufactured, mixed, or liquefied petroleum.

Air Conditioning Load

Dallas Power Co. Maintains Constant Check On Transformers To Keep Them Operating

DALLAS—How the Dallas Power & Light Co. patrols its 13,938 transformers to keep them operating when air conditioning units are pulling down peak loads was described recently by John William Rogers, columnist in the *Dallas Morning News*.

With increasing demands for electricity setting new records, servicing these transformers has become a major job for the company, Rogers said.

"Between 150 and 200 transformers are being replaced each week to care for the growing load," he related. "Inspectors constantly ride about the city checking them for signs of overloading, and three or four crews are on 24-hour duty to rush to the scene of any breakdown where power can usually be restored in from half an hour to an hour."

"A recent development has been the introduction of trailer generators which can be towed to the scene of an emergency for immediate temporary relief."

An indication of what the distinction of having Dallas called the "most air conditioned city in the country" means to the utility was noted in figures on electrical consumption cited by Rogers.

Peak consumption last winter reached 188,700 kilowatts in January. But on Aug. 6 of this summer, when Dallas was wilting under a prolonged heat wave, consumption set a new record of 293,900 kilowatts. Water consumption records were smashed on that day, too.

On Aug. 14, electric consumption hit a new peak of 294,700 kilowatts. This record lasted just three days when consumption rose again to 297,600 kilowatts. That record still stands.

The utility estimated that by August, 76,619 hp. of air conditioning had been installed in the city in unit sizes of 2-hp. or larger. There is no estimate of how many units of smaller sizes are installed, but the total is known to be considerable.

PAD Clarifies New Order

Petroleum Administration Answers Questions On Extension of Natural Gas Service

WASHINGTON, D. C.—A series of questions and answers explaining and clarifying PAD Order No. 2, which slows down extension of natural gas service, has been released by the Petroleum Administration for Defense.

One of the answers points out that the order does not affect the use of gas for domestic cooking, heating water, or refrigeration. "The order," it is stated, "applies only to the use of gas for space heating or for large volume use."

Other selected questions and answers from this series follow:

Q. Does PAD Order No. 2 prohibit all expansion of natural gas service?

A. No. It slows down the expansion but does not prohibit it. In communities recently converted to the use of natural gas, a reasonable space heating expansion, as determined by reviews of past growth of natural gas utilities is permitted.

In even the most critical of areas where gas is in short supply, a seller can add during the 12 months from the effective date of the order, Aug. 15, new space heating customers up to 1% of all the customers of any kind he had when the order was issued.

Q. Where is the order now effective?

A. As drawn, the order was to apply in Connecticut, Delaware, the District of Columbia, parts of Kentucky, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, parts of West Virginia, and Wisconsin.

Section 704 of the Defense Production Act, however, provides that no order which restricts the use of natural gas issued by the Petroleum Administration for Defense will be effective in "any State in which a public regulatory agency has authority to restrict the use of natural gas and certifies to the President that it is exercising that authority to the extent necessary to accomplish the objectives of this Act."

Six States have sent certificates to the President—Maryland, New Hampshire, Ohio, Virginia, West Virginia, and Wisconsin. Consequently, the restrictions of the order are not applicable in these States.

Q. Is PAD Order No. 2 completely inapplicable in these States that have certified?

A. No. The provisions of Section 3 of the order become inapplicable after certification. But the reports required by Sec. 6 (d) must be made by all natural gas sellers operating in these States and the other States listed in Schedule B of the order.

Q. What is the purpose of these reports?

A. The reports are designed to give the Petroleum Administration for Defense a continuing check on areas in which natural gas may be in short supply.

Q. Does the order restrict the delivery of natural gas for use as a raw material in a chemical process or as a source of the heavier hydrocarbons?

A. No. The restrictions on deliveries to large volume consumers cover only gas that is to be used as a fuel.

Q. Does PAD Order No. 2 require any natural gas seller to deliver gas to a new customer or to increase supplies to an old customer?

A. No. The order does not require that any deliveries of gas be made. It merely prohibits certain deliveries, thus to a degree overturning the obligation that a public utility must supply service to anyone who requests it.

Q. Is space-heating equipment designed to heat more than one room in a home covered by the definition

of "central space-heating equipment?"

A. Yes. The definition covers any piece of equipment intended to heat two or more rooms, and also separate radiant fires that heat two or more rooms in a house.

Q. Does the restriction on delivery of gas to large volume consumers apply to an increase in delivery to an existing customer?

A. It depends. If the customer is going to increase his use of gas to the point that he must install new equipment, the limitations do apply. If he is going only to increase his use of existing equipment, the restriction does not apply.

Q. Suppose a prospective industrial customer has standby facilities for manufacturing gas himself in sufficient volume and of a high enough heat content to replace the entire prospective delivery to him. Would the seller have to obtain authorization from PAD before supplying such a customer?

A. Yes, unless the delivery falls within the exceptions. When the order speaks of standby equipment for the manufacture of gas, it has in view the use of such equipment by the seller of the gas, not the user.

Q. Under the order a community with more than 5,000 gas customers that has just recently been converted from manufactured gas service to natural gas may attach space-heating customers at a rate of 5% of the total number of customers in the community on the date of conversion. Is this 5% in addition to the exemptions specified in the subparagraphs (i), (ii), (iii), (iv), (v), and (vi) of Sec. 3 (b)?

A. The 5% is the total expansion that may be permitted in each year in such a community.

Q. Does a firm oral commitment made prior to August 22, 1951, by a natural gas seller to deliver natural gas for the operation of central space-heating equipment during the 1951-52 heating season satisfy the requirements of subparagraph (v) of Sec. 3 (b)?

A. No. Subparagraph (v) states specifically that the agreement must be in writing. However, any notation in writing made by the natural gas seller in the ordinary course of business prior to Aug. 22, 1951, evidencing acceptance by the natural gas seller of a request for service, will be sufficient, provided service is to be commenced during the 1951-52 heating season.

Q. When can applications be made by sellers for exemptions from or modifications of the order under Sec. 5?

A. At any time. But the filing of such an application does not stay the effect of the restrictions unless notice of intention to file was given to PAD on or before Aug. 22, 1951, and the application itself was filed before Sept. 15, 1951.

Mann Refrigeration Signs Long Lease On Larger Quarters

NEW YORK CITY—Signing of a long-term lease for 35,000 sq. ft. of showroom, office, and warehouse space, occupying three complete floors at 440 Lafayette St. here, has been announced by Sol Haar, general manager of Mann Refrigeration Supply Co., distributor of commercial refrigeration and air conditioning equipment.

The company has for the past eight years been located at 15 Astor Place.

New methods of storage have made available sufficient warehouse space to permit buying in carload lots, it was reported. Automatic loading and unloading facilities are being incorporated into the premises. In addition, more than 10,000 sq. ft. will be devoted to display of such lines as Fleetwood, Puffer-Hubbard, Vimco, Manitowoc, Taylor, BTC, Fedders coolers, Gloekler, and Victor Products.

Before leaving on an extended sales trip throughout Europe, Moe Mann, founder and president of the company, declared that expansion of facilities was undertaken because of the company's present economy and uncertain deliveries from manufacturers, making it necessary to maintain adequate stocks and displays of all the lines distributed by the company.

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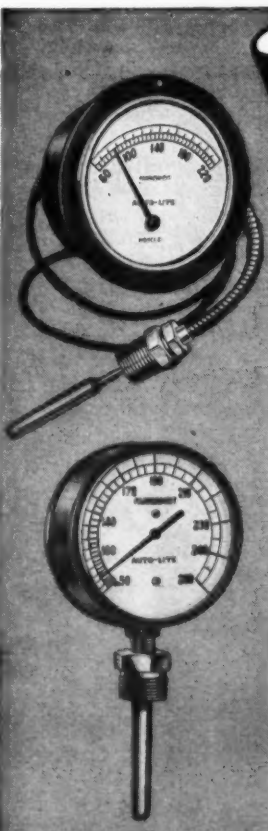
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INDICATING & RECORDING THERMOMETERS

E. F. Legg Will Manage Sales In East for Weber

LOS ANGELES—With an increased demand shown for ice cream display cabinets, the Weber Showcase and Fixture Co. has formulated plans for closer cooperation with the ice cream manufacturers in the New England states, and in New York, Pennsylvania, Delaware, New Jersey, Maryland, and Virginia.

J. L. Kaufhold, general sales manager of the company, recently announced the appointment of Edward F. Legg as manager of its eastern operations, with headquarters in New York City. He will be in charge of all sales made to ice cream manufacturers and frozen food distributors in that area. The company maintains complete warehousing facilities at Elizabeth, N. J.

The Weber Co. is introducing its new line of "Display-Rite" and "Spot-Rite" self-service, open ice cream, and frozen food merchandising cabinets. These cabinets contain shelves in the superstructure for the sale of related items to ice cream and frozen food. The various models come in sizes from 12 to 28 cu. ft. and are from 5 to 9 ft. in length.

An advertising and promotion campaign is being planned, according to Kaufhold.

RSES Convention Plans Include Educational Sessions, Banquet

CHICAGO—The annual convention of the Refrigeration Service Engineers Society will get under way Saturday, Nov. 3, in the Terrace Casino of the Morrison hotel here.

The four-day program will open and close with business sessions. In between, servicemen will hear experts discuss service problems on a wide variety of new refrigeration equipment. In addition, they will attend the annual banquet Sunday night and the All-Industry Exposition Monday and Tuesday afternoons.

One educational talk will be presented Saturday afternoon, concluding that session. Other educational sessions will be held Sunday morning and afternoon and Monday and Tuesday mornings.

The full program follows:

SATURDAY, NOV. 3

9 a.m.—Registration—Terrace Casino.

1 p.m.—RSES general business meeting.

Convention call to order: Floyd Lilley, general convention chairman. Introduction of international officers.

Introduction of convention chairman.

Greetings from the Refrigeration Equipment Manufacturers Association, W. A. Siegfried, president.

Greetings from the Refrigeration Equipment Wholesalers Association, J. P. Glass, president.

Greetings from the Refrigeration and Air Conditioning Contractors Association, T. A. Reina, New York, president.

President's address—Cecil R. Visger, Kansas City, Mo.

International secretary's report—H. T. McDermott, Chicago, Ill.

International treasurer's report—M. R. Hanks, San Diego, Calif.

Report of international committee chairmen:

Educational and examining board, John R. Spence.

Educational director, Paul B. Reed.

Safety, George J. Schulz, Sr., Cleveland.

Membership, J. T. Barry, St. Louis.

Publicity, Willis Stafford, Chicago.

Service engineer registration, C. B. Collins, Washington, D. C.

Standard, J. Lawrence Hall, Nashua, N. H.

Mueller Award, J. D. Nall, Miami, Fla.

Appointment of convention committees: Nominating—resolutions—auditing—credentials.

4 p.m.—"Recent Developments in Open Self-Service Refrigerated Fixtures and Their Problems."—John H. Spence, service manager, Hussmann Refrigeration.

5 p.m.—Recess.

SUNDAY, NOV. 4

8 a.m.—Registration—Terrace Casino.

9 a.m.—"Information Please." Answers to your service problems answered by a board of experts.

10 a.m.—"An Analysis of Service Calls. Results of a Survey."—J. Cecil Sharp, M. A., engineer, Carrier Corp.

11 a.m.—"Present Opportunities for the Service Engineer in Industrial Low Temperature Refrigeration."—Charles C. E. Harris, president, Harris Refrigeration Co., Arlington, Mass.

12 noon—Recess.

1 p.m.—"Servicing Ice Cube Makers."—(Movie and discussion.) W. G. MacBride, commercial service manager, York Corp.

2 p.m.—"Invisible Enemies of the Service Engineer."—Dr. W. O. Walker, director, industrial chemical research, University of Miami, Coral Gables, Fla.

3 p.m.—"Refrigeration Equipment and Application in Use in the Air Force. How RSES Can Cooperate."—William T. Smith, directorate of installations, U. S. Air Force, Washington, D. C.

4 p.m.—"Insulation."—(Speaker to be announced.)

7 p.m.—The 14th Annual RSES banquet, Terrace Casino.

MONDAY, NOV. 5

8 a.m.—Registration—Terrace Casino.

9 a.m.—"Information Please."

10 a.m.—"Truck Refrigeration."—(Speaker to be announced.)

11 a.m.—"Servicing the Domestic Refrigerator."—(Speaker to be announced.)

12 noon—Recess.

2 p.m.—Opening of the 7th All-Industry Refrigeration and Air Conditioning Exposition, Navy Pier, Grand Ave., (500 North, and east to the Lake).

TUESDAY, NOV. 6

8 a.m.—Registration.

9 a.m.—"Information Please."

10 a.m.—"Window Conditioners—Service Problems."—Joseph Askin, chief engineer, Techniflex Corp.

11 a.m.—Concluding business session.

Unfinished business.

Reports of convention committees: Auditing, credentials, resolution, nominating.

Election of officers.

Adjournment.

Sweden Freezer Appoints 2 Outlets In Southeast

SEATTLE—Sweden Freezer Mfg. Co., maker of soft serve freezing and dispensing equipment, has announced the appointment of two new sellers of the Sweden line in the Southeast. Selection was made by Robert D. Bain, manager for Sweden in this area. The sellers are Thos. L. Carnell, Atlanta, and Glovall Equipment, Mobile.

Carnell has been located in Atlanta for the past 22 years where he has built up extensive facilities for repairing and servicing all makes of commercial refrigeration and air conditioning equipment. He is a registered engineer of Georgia and secretary-treasurer of the R.S.E.S. Atlanta chapter.

Glovall Equipment will now handle the Sweden line, in addition to its present lines which include Tyler fixtures and General Electric appliances.

Bailey & Perkins Announces Move to Utica, Mich. Site

UTICA, Mich.—Bailey & Perkins Co., Inc., announced that it has moved from Plymouth, Mich., to 44464 Van Dyke Ave. here where all major manufacturing operations are now concentrated.

The new location affords large open space on one floor, eliminating many former handling problems; provides added acreage for expansion; more than triples former space; and will permit better scheduling of manufacturing in relation to customer orders and improved quality control, according to the firm.

The company manufactures frozen food merchandising cabinets.

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SLANTS on Service

Panel Board Serves as Flue for Condenser Air

When installing a remote commercial system using air-cooled condensing units, the contractor who prides himself on neat work to the extent of installing a panel board above the unit (or units) for controls and switch boxes can increase the system's efficiency slightly by taking advantage of basic principles of air movement.

If the panel board is set out slightly from the wall, approximately 4 in., say, it will form a flue to help channel air movement across the condenser. Similar flues are used extensively on household refrigerators and the same principles can apply to commercial air-cooled units.

Having the panel board set out from the wall can also simplify wiring and make for a neat installation.

Rack In Walk-In Cooler Is Boon to Restaurants

A vertical rack sized to take baker's trays makes a valuable addition to the conventional walk-in cooler, especially for a restaurant, according to Philip Conrad, contractor in Hatboro, Pa.

Such a rack can be easily made out of wood uprights and cross-braces with light-weight angle-iron to serve as supports for the trays. "This arrangement helps the owner get the most efficient use of valuable refrigerated space that's usually wasted in a walk-in cooler," Conrad says.

This is particularly true in a restaurant, where the rack can be employed for storing trays of French fries after blanching but before cooking, shrimp, fish, salads, or almost any sort of food.

Obviously, the contractor who can offer such a suggestion and added feature to prospects has an edge on the sale.

Original Drier May Last

For Years on SO₂ System

"Drier units may be left on sulphur dioxide systems for extended periods of time without anticipation of any difficulties," comments John Bopp, chief chemist of Ansul's refrigeration research department, in answer to a question from a service firm.

The only reason for removal might be if sufficient sediment has accumulated in the drier to cause excessive pressure drop. There is nothing in the chemical nature of sulphur dioxide and commonly used drier materials which indicates that continued use might cause trouble, he adds.

Unless moisture problems develop, or the system is opened up (at which time driers are usually replaced), the original drier may suffice for many years.

Resistoflex Refrigerant Hose Wins UL Approval

BELLEVILLE, N. J.—Resistoflex Corp. has announced the additional listing of Resistoflex refrigerant hose assemblies under "U.L." reexamination service.

H. E. Krebs, vice president of the company, stated that fire and performance tests showed the suitability of these lines for use with Group 1 refrigerants, carbon dioxide excepted.

Such assemblies, it was said, will, therefore, carry "U.L." approval for factory installations in self-contained refrigeration systems containing not more than 20 lbs. of a Group 1 refrigerant.

Due to its non-metallic construction, the hose is known to be fatigue-proof. Compar, the synthetic used for the center tube, is wholly impervious to all "Freons." The manufacturer recommends these assemblies for suction and liquid line application especially where service conditions involve troublesome vibration or constant flexing.

According to a recent specification sheet, the assemblies are equipped with Resistoflex gas tight fittings applied at the factory and are available in the "U.L." approved 1/4-in., 3/8-in., 1/2-in., and 3/4-in. hose I.D.

Sunroc Gets Government Contract for Large Vacuum Cleaning Systems

GLEN RIDGE, Pa.—Sunroc Co., announced it has received from General Services Administration award of the annual contract to supply all types and sizes of commercial and industrial vacuum cleaning systems.

This contract is mandatory upon the various departments and other establishments of the executive branch of the Federal Government, the company pointed out.

Prices for the individual items range from \$142.30 for the small size to more than \$1,200 for the largest size systems.

Acceptance of this contract by Sunroc indicates another step in the expansion program of the company, it was stated.

'Tube of Tomorrow' Movie Produced by Wolverine

DETROIT—Wolverine Tube division of Calumet & Hecla Consolidated Copper Co., Inc., has just completed production of a movie entitled "The Tube of Tomorrow."

The 25-minute film is in color and requires a 16-mm. sound projector. It covers the manufacturing processes employed by Wolverine in producing seamless, non-ferrous tubing in its new plant in Decatur, Ala.

The film is available upon request through the Advertising Department, Wolverine Tube division, 1850 Guardian Bldg., Detroit 26, Mich.

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Pressure Drop (3)

In the previous instalment, it was found that pressure drop through the evaporator reduces the capacity of the evaporator by affecting the ability of the thermostatic expansion valve to keep the evaporator fully active. It was explained that this could be corrected to some extent by re-adjusting the TEV to maintain a lower superheat, and by using an external equalizer on the TEV. These remedies help the effectiveness of the evaporator by enabling the TEV to maintain a low superheat. They do not affect the pressure drop; it stays practically the same.

SUCTION PRESSURE AFFECTS COMPRESSOR CAPACITY AND EFFICIENCY

It was also mentioned that pressure drop through the evaporator reduces the capacity and efficiency of the compressor. Not only are the capacity and efficiency of the compressor affected by the pressure drop through the evaporator, but they are also affected by the pressure drop through the suction line, including pressure drop through regulator valves, fittings, heat exchangers, or anything else in the evaporator or suction line that restricts the flow of refrigerant gas and thereby produces pressure drop.

Any pressure drop from the inlet of the evaporator to the cylinders of the compressor affects the compressor and reduces its capacity and efficiency.

A compressor cannot tell what the temperature of the evaporator is, nor what the pressure is in the evaporator. It can deal only with the gas as it gets it. If the pressure of that gas is high and saturated, the compressor's capacity and efficiency are high. If the pressure of the gas delivered to the compressor is low, and is superheated a great deal (warmed above the temperature at which the refrigerant is boiling in the evaporator), the capacity and efficiency are low.

So the nearer that the pressure and temperature of the gas at the compressor is to the pressure and temperature of the refrigerant at the inlet of the evaporator, the more capacity will the compressor have and the lower will be the cost of electric current per B.t.u. Table 3 shows the

Table 3

Suction Pressure "Freon-12"	Evaporator Temperature °F.	Capacity B.t.u. Per Hour
2" vacuum	-25	1,160
.6 p.s.i.g.	-20	1,380
2.5 "	-15	1,580
4.5 "	-10	1,850
6.5 "	-5	2,130
9.0 "	0	2,450
12.0 "	5	2,860
14.7 "	10	3,250
17.7 "	15	3,750
21.0 "	20	4,250
25.0 "	25	4,770
28.5 "	30	5,280
30.5 "	32.5	5,550
32.5 "	35	5,790
37.0 "	40	6,300
41.5 "	45	6,800

capacities of the same compressor running at the same speed, but at different suction pressures, and with the gas entering the compressor at 65°.

This shows that operating at 9 p.s.i.g. on a 0° evaporator, this compressor has over twice as much capacity as it does when operating on a -25° evaporator at a two-inch vacuum, but only a little more than one half as much as when operating at 25 p.s.i.g. on a 25° evaporator. This table shows the effect of suction pressure and evaporator temperature on compressor capacity.

SUCTION PRESSURE DROP REDUCES COMPRESSOR CAPACITY

It shows also the effect of suction pressure drop on compressor capacity. For example, suppose that the suction pressure at the inlet of the evaporator is 32.5 p.s.i.g., corresponding to 35°. By the time the gas gets to the compressor its pressure has dropped 2 p.s.i.g. to 30.5 p.s.i.g. (corresponding to 32.5°) and it has warmed up (superheated) to 65°.

If there had been no pressure drop, the capacity would have been 5,790 B.t.u. per hour. Because of the 2-lb. pressure drop (32.5 to 30.5), the capacity of the compressor has dropped from 5,790 to 5,550 B.t.u. per hour, a loss of 240 B.t.u. or over 4%.

PRESSURE DROP COSTLY INCREASED OPERATING EXPENSE

A loss of capacity of 4% might not be too serious, but what effect would the same pressure drop of 2 p.s.i.g. have at low temperatures, say, in case of a -10° evaporator? The suction pressure at the inlet of the evaporator is 4.5 p.s.i.g.

If there were no pressure drop, the compressor would have a capacity of 1,850 B.t.u. per hour. If the pressure drops 2 p.s.i.g. from the inlet of the evaporator, the suction pressure would be 2.5 p.s.i.g. and the capacity 1,580 B.t.u. per hour. The loss in capacity would therefore be (1,850 - 1,580) or 270 B.t.u. per hour; a loss of almost 15%. This great a loss of capacity could very well mean that the compressor would have to run continuously to carry the load, or it might mean that even with continuous operation, the compressor would not be able to keep temperatures.

What then are permissible pressure drops in the low pressure side of the system? In its "Equipment Standards," the Air Conditioning and Refrigerating Machinery Association (ACRMA) gives the following maximum permissible suction pressure drops for 100 ft. equivalent suction lines.

Table 4

Evaporator Temperature °F.	Maximum Permissible P.S.I.
-20 to 0	1/2 to 1
0 to 25	1 to 1 1/2
25 to 50	2 to 2 1/2

Although these recommendations apply particularly to the pressure drop of the suction lines from the outlet of the evaporator to the com-

pressor, it is the writer's opinion that the total pressure drop, including that of the evaporator and the suction line should rarely exceed the values given in Table 4.

It is not uncommon to find evaporators for use at 0° or below, with a pressure drop of 2 to 3 p.s.i.; nor is it uncommon to find suction lines from 0° evaporators, with pressure drops of 2 to 3 p.s.i. A total suction pressure drop of 5 p.s.i. would mean a loss in capacity of almost 30% of a condensing unit operating on a 0° evaporator. This would mean an increase of running time of about the same percentage. The electric bill would not be 30% greater, for the motor would be running more lightly loaded, but it could very well be as much as 20% greater.

Thus a 5-lb. pressure drop that might go unnoticed, could be costing the user an additional 20% in operation. Excessive suction pressure drops are more common than might be supposed. They may not be recognized, for the suction pressure is usually read at the compressor only.

HOW TO DETERMINE PRESSURE DROP

The pressure drop of the suction line only, may be determined by installing a gauge at the outlet of the evaporator and comparing it with the gauge at the compressor suction service valve. The pressure drop through the evaporator can be determined by installing gauges at the inlet and outlet of the evaporator and comparing them. Care must be taken that the gauges are accurate and zeroed with one another.

The pressure at the inlet of the evaporator may be determined with a fair degree of accuracy by clamping a thermometer bulb to the inlet tube of the evaporator, at the outlet of the expansion valve; if it is read carefully, the saturation pressure from the table for "Freon-12" or whatever refrigerant is being used, corresponding to the thermometer reading, is the pressure in the evaporator inlet.

This same method of determining pressure in other parts of the evaporator may be used, providing that the refrigerant is saturated at that point; that is, that there is still liquid there. This method of determining pressure cannot be used in the superheated portion of the evaporator, nor in the suction line.

Table 4 is the maximum permissible suction pressure drop of the suction line, assuming negligible pressure drop in the evaporator—which, however, is not always a permissible assumption. If there is any suspicion of excessive pressure drop through the evaporator, gauges should be installed and the evaporator pressure drop checked as well as the suction line pressure drop.

General Ice Cream Addition

ALBANY, N. Y.—General Ice Cream Corp. here filed with the Albany Building Department application for permission to build a \$30,000 addition to its plant.

The addition, partly one-story and partly two-story, would be used for refrigeration purposes, the plans stated.

NPA Cuts Off Materials of Construction Company for Using Unauthorized Steel

WASHINGTON, D. C.—In the first action of its kind, the National Production Authority suspended all priority assistance for the next three months to Delaware Avenue Holding Corp., Columbus, Ohio, a national building firm, for violating a construction authorization.

The agency charged the company and its president, James C. Breyfogle, with the unauthorized use of 22 tons of structural steel beams in construction of an office and warehouse in Buffalo. The company and Breyfogle admitted the charge.

NPA withdrew allotments of steel, copper, and aluminum controlled materials from the company. It also denied the firm the use of controlled materials—even nails—during the suspension period. The company will practically go out of business in the 90-day period.

Westinghouse Organizes New Employment Dept.

PITTSBURGH — Westinghouse Electric Corp. has announced the creation of a Professional Employment Department, with headquarters at the Westinghouse Educational Center, Wilkensburg, Pa.

The new department will combine the functions formerly performed by the technical employment and student recruitment activities. G. D. Lobingier, formerly manager of student recruitment is manager of the newly-created department.

The Professional Employment Department will interview and assign job applicants who have previous technical or professional experience, as well as engineering graduates.

R. M. Stevens Named Servel Adv. Manager

EVANSVILLE, Ind.—Robert M. Stevens has been named advertising manager of Servel, Inc., it was announced by John K. Knighton, vice president in charge of sales.

Stevens has been with the company for six years, first as a regional advertising and sales promotion representative and later as assistant advertising manager. Since January, he has been sales manager of the Servel New York Corp., the company's distributing subsidiary for the greater New York area.

The new Servel advertising chief spent four years in the advertising business in Chicago, first as manager of the special campaigns department of the Meyer-Both Co. and later as art director and production manager for two agencies, R. E. Sandmeyer and Albert L. Lauer. For nine years before the war he was a department manager for Albert B. Ashforth, Inc., a New York building management organization.

He is a graduate (1928) of Carnegie Institute of Technology and served as a captain in the Marine Corps during World War II.

Stevens' place as dealer sales manager of the Servel New York Corp. will be taken by Clifford A. Stockhoff. Stockhoff has been a member of the Servel sales organization ever since his graduation in 1936 from Stevens Institute of Technology, except for his service as a Navy lieutenant in the war. Most recently he has been district sales manager at Columbus, Ohio.

C. E. Rylee Takes Wesco Post

ATLANTA—Charles E. Rylee has been appointed assistant consumer products sales promotion manager for Westinghouse Electric Supply Co. in the southeastern district, it was announced here.

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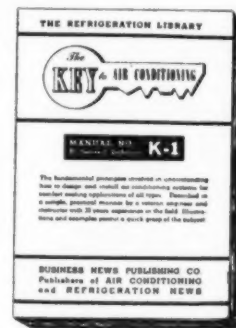
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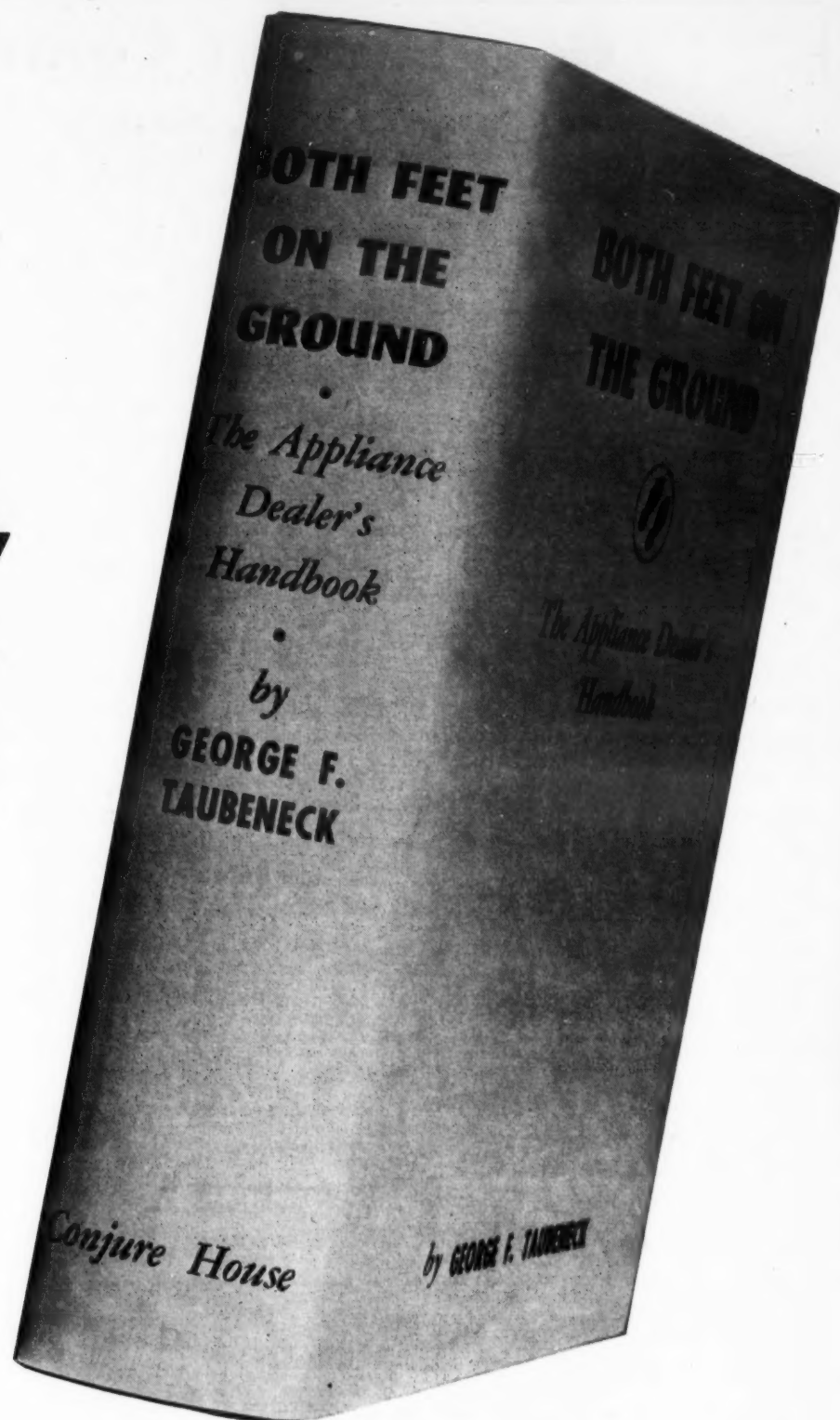
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Government Contracts

PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of those offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q" or, if numbered, the number will be followed by the letter "Q."

Description	Quantity	Invitation No.	Opening Date
Post Engineer, New Orleans Port of Embarkation, Poland & Dauphine Sts., New Orleans, La.			
Air conditioning section A ent.		(E-16-049-52-1 B)	5 Nov 51
3rd floor unit, 1 Nope proj.			100 hrs
Sacramento Air Material Area, McClellan Air Force Base, California			
Valve assy quotation	1tm	(06B-52-5933Q)	2 Nov 51
Louisville District Corps Of Engineers, U. S. Army, P. O. Box 59, Louisville 1, Kentucky			
Add. to cold storage plant	1	(ENG-15-029-52-6 B)	28 Nov 51

Wright Patterson Air Force Base, Dayton, Ohio
REQUESTS FOR PROPOSALS/QUOTATIONS DATA AVAILABLE FOR INSPECTION AT NEAREST AF REGIONAL OFFICE. GENERAL DISTRIBUTION NOT MADE FROM WRIGHT PATTERSON AIR FORCE BASE.

Indicator, temperature	519 ea	52-5073-Q	5 Nov 51
Bulb, temperature, free air	5462	52-5118-Q	5 Nov 51
Refrigerator, electric	82	52-244-B	31 Oct. 51

Philadelphia District, Corps Of Engineers, 121 N. Broad St., Philadelphia, Pa.

Fan, air circulating, floor type, 115 volt, 60 cycle, non-oscillating, 30 inch	1734	(ENG-36-109-52-68 B)	9 Nov 51
Ice plant, 3.6 ton, equipment only—motor driven—208 volt, 60 cycle or 400 volt, 50 cycle 3 phase	10	(ENG-36-109-52-71 B)	9 Nov 51

Commandant Of The Marine Corps, Washington, D. C. Attn: Supply Dept., Procurement Section
Refrigerators, electric, self-contained, type I, Fed. spec AA-R-211B 3 szs 287B 20 Nov 51

Commanding Officer, U. S. Naval Air Station, Corpus Christi, Texas
Deep freeze, electric 5 ea 216-24-52 5 Nov 51

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
General Services Administration, Regional Information Officer, Room 528, U. S. Court House, Chicago 4, Illinois			
Refrigerators, domestic	19 ea	CHD-1020	11-9-51
Refrigerators, commercial	4 ea	CHD-1020	11-9-51
Refrigerators, blood bank	10 ea	CHD-1020	11-9-51

CONTRACTS AWARDED AS OF OCT. 18, 1951

Description—Contractor and Address

Yards And Docks Supply Office, U. S. Naval Construction Battalion Center, Port Hueneme, California
Refrigerator, 46 ea., \$70,141.—Hussmann Refrigerator Co., 2401 N. Leffingwell Ave., St. Louis, Missouri.

Chicago Quartermaster Depot, QM Purchasing Division, 1819 West Pershing Road, Chicago 9, Illinois
Refrigerator, prefabricated.—30 ea., \$110,310.—Sub-Zero Freezer Co., Inc., Route #3, Box 2017, Madison, Wisconsin.

U. S. Navy Purchasing Office, 180 Montgomery St., San Francisco 5, California

Cold storage services.—1 yr., \$75,000 est.—National Ice & Cold Storage Co. of Calif., 417 Montgomery St., San Francisco, Calif.

Ships Parts Control Center, Naval Supply Depot, Mechanicsburg, Pennsylvania

Valves and repair parts.—709, \$25,138.—Manning, Maxwell & Moore, Inc., 11 Elias St., Bridgeport 2 Conn.

Valve assemblies and repair parts.—1,366, \$25,039.—Diamond Power Specialty Corp., Lancaster, Ohio

Valves and repair parts.—4019, \$25,941.—Kunkle Valve Co., 121 S. Clinton St., Fort Wayne 2, Indiana

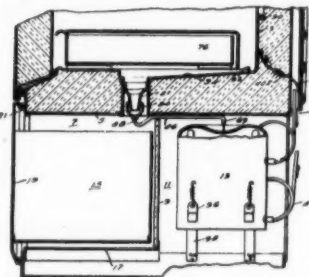
Valves and valve repair parts.—592, \$70,244.—Kieley & Mueller Inc., 2013 43rd St., North Bergen, N. J.

Repair parts for valves and control equipment.—5162, \$32,820.—Atwood & Morrill Co., 48 Loring Ave., Salem, Mass.

General Services Administration, 50 Whitehall St., S. W., Atlanta 3, Georgia

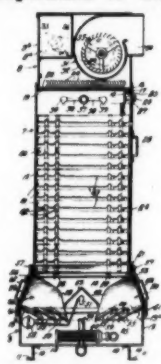
Coolers, water.—100 ea., \$13,059.—Crane Co., Atlanta, Georgia.

2,562,811. REFRIGERATOR. Glenn Mufly, Springfield, Ohio. Application Sept. 15, 1945, Serial No. 616,523. 19 Claims. (Cl. 62-103.)



1. In a refrigerator cabinet, means enclosing a relatively large refrigerated space, means enclosing a relatively small space in heat transfer relation with said large space, means enclosing a third space in said cabinet arranged to be maintained at a higher temperature than either of the first two said spaces, and heat transfer means being so constructed and arranged as to cause condensation of moisture from the air in said higher temperature space and to convey a limited quantity of heat to said small space.

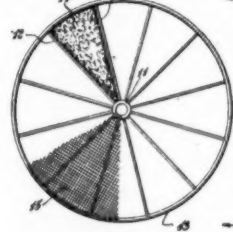
2,562,827. EVAPORATIVE WATER COOLER. Walter M. Simpson, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware.



1. In a cooling tower, an upright casing, liquid distributing packing in the casing, liquid supplying means for delivering liquid for gravity flow through the packing, a sump below the packing for receiving liquid from the packing, an opening in one side of the casing between the packing and sump, a self-contained baffle assembly unit movable into and removable from the casing through the opening therein, said baffle assembly unit comprising baffle elements for intercepting liquid dripping from the packing to prevent it from splashing into a pool of liquid in the sump, and means on said baffle assembly unit cooperating with the casing at the sides of the opening for mounting the unit in the casing to locate the splash baffle elements in their proper position with respect to the packing and sump to intercept liquid dripping from the packing.

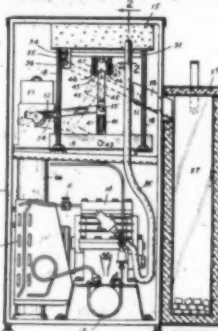
Week of Aug. 7

2,563,415. HEAT EXCHANGER FOR AIR CONDITIONING. Neal A. Pennington, Tucson, Ariz., assignor of one-fifth to Robert H. Henley, Tiptonville, Tenn., and one-fourth to Roger Sherman Hoar, South Milwaukee, Wis. Original application Jan. 12, 1946, Serial No. 640,792, now Patent No. 2,464,766, dated March 15, 1949. Divided and this application Oct. 20, 1948, Serial No. 55,594. 3 Claims. (Cl. 257-6.)

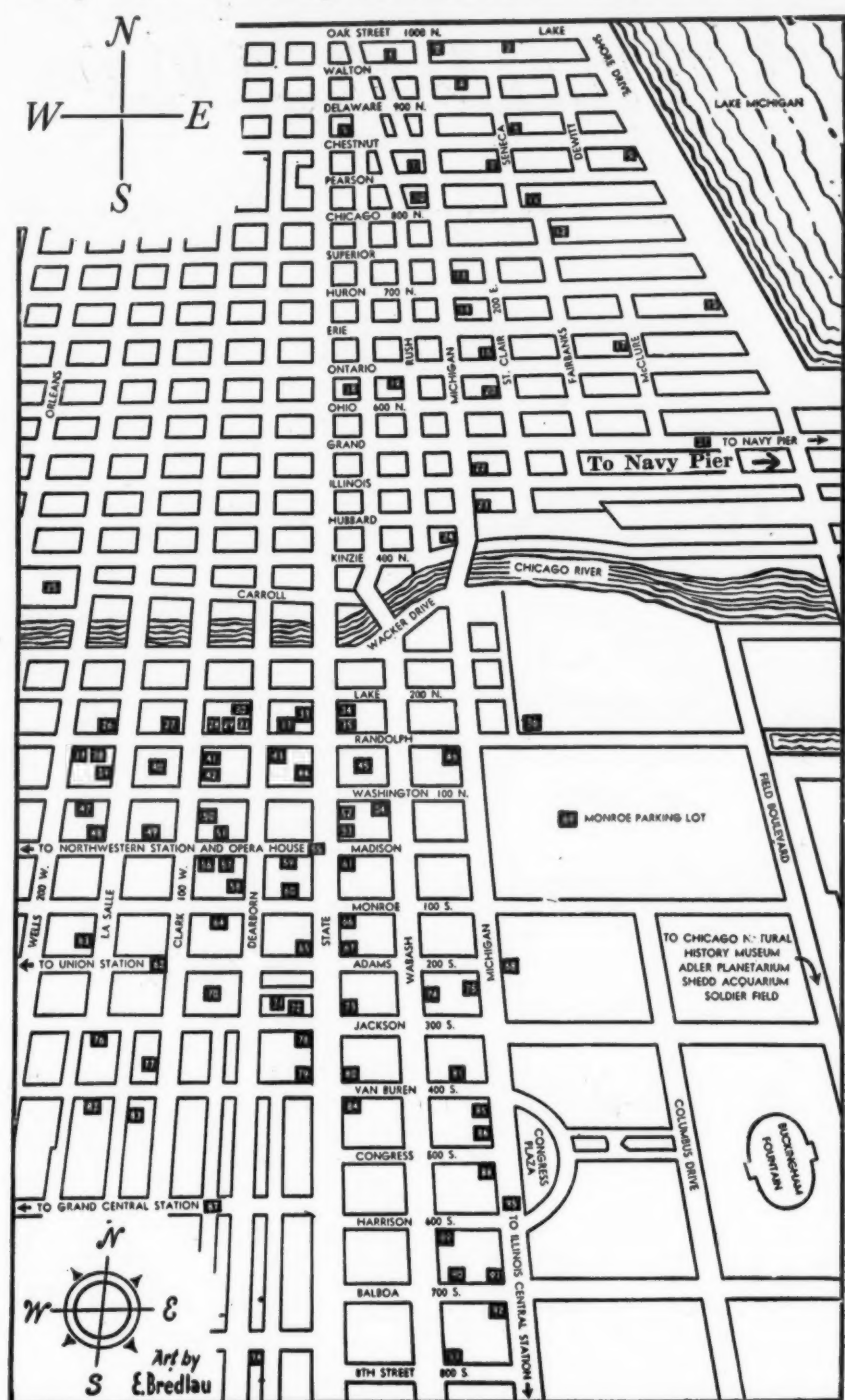


1. A rotatable heat-exchanger for an air conditioning unit, comprising: a wheel-like casing, having spokes, a hub, and a rim, all imperforate, and all of substantially the same width in an axial direction, said spokes dividing the casing into sectors; a packing of filamentous springy metallic material highly heat-absorbent, completely filling each of the sectors of said casing, the filaments of said packing lying in random directions, said packing being packed into each sector with such compactness as to be freely air-permeable and yet be so self-sustaining as to be substantially immovable with respect to the casing during the rotation of the casing even in a vertical plane; and screen-like means secured to the casing at each face thereof, to retain the packing therein.

2,563,093. ICE-MAKING MACHINE. John R. Bayston, Van Nuys, Calif., assignor, by mesne assignments, to Iccrafter Trust; John R. Bayston, Van Nuys, and Bernidine B. Oliver, North Hollywood, Calif., and Ward M. Vanderpool, Rockford, Ill., trustees. Application March 8, 1949, Serial No. 80,265. 10 Claims. (Cl. 62-2.)



Keys to the City—Business and Pleasure



IMPORTANT POINTS of interest to All-Industry Show-goers can be found on the above map of the heart of Chicago.

HOTELS

Allerton	13
Atlantic	77
Blackstone	37
Bismarck	91
Brevort	49
Chicagoan	57
Congress	85
Croydon	19
Drake	2
Eastgate	16
St. Dearborn	83
Hamilton	58
Harrison	89
Knickerbocker	4
Lake Shore Drive	3
La Salle	48
Majestic	71
Maryland	5
Morrison	56
Palmer House	68
Pearson	8
Planters	50
Seneca	6
Sheraton	22
Sherman	27
St. Clair	20
Stevens	82
Washington	47

THEATERS

Blackstone	90
Elm Street	93
Erlanger	41
Great Northern	72
Harris	31
Opera House	55
Orchestra Hall	75
Selwyn	30
Shubert	60
Studebaker	86

RAILROADS

Dearborn Station	94
Grand Central	87
Illinois Cent.	95
Ill. Cen. Suburban	36

La Salle St. Sta. .52
North Shore Elec. .74
North West. Sta. .55
Union Station .62

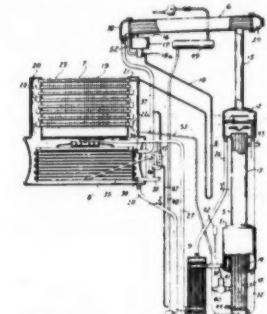
DEPT. STORES

Baskins	67
Carson, Pirie, Scott	61
Chas. A. Stevens	52
Fair Store	65
Field's Men's Store	54
Goldblatt's	80
Lytton's	73
Mandel Bros.	53
Marshall Field	45
Rothschild's	78
Sears	74
Bonwit Teller	7
Saks Fifth Avenue	14

PUBLIC BUILDINGS

Chicago Arena	17
Art Institute	68
Board of Trade	75
Chicago Ave.	
Armory	11
City Hall & County Bldg.	40
Federal Bldg.	70
Furniture Mart	15
Grant Park	
Museums	69
Illinois State Bldg.	26
Lake Shore Athletic Club	9
Public Library	46
Medinah Temple	18
Merchandise Mart	25
Navy Pier	21
N.W.U. Chicago Campus	12
Stock Exchange	63
This Week in Chicago	39
Tribune Tower	23
Water Tower	10
Wrigley Bldg.	24

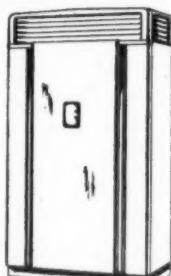
absorbent, means for heating the generator, a thermostat for controlling the heating means to operate the system,



means including a restrictor in the path for refrigerant for retarding the flow of liquid refrigerant during operation of the system until a predetermined amount is accumulated in the path of flow, said accumulated refrigerant continuing to flow after the completion of a period of operation, and a conduit for delivering the accumulated refrigerant to the generator.

DESIGNS

164,172. AIR CONDITIONER CABINET OR SIMILAR ARTICLE. Robert S. Herbst, East Orange, and Byron E. Freitag, River Edge, N. J., assignors to General Electric Co., a corporation of New York. Application March 30, 1951, Serial No. 14,672.



The ornamental design for an air conditioner cabinet or similar article, substantially as shown and described.

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10-29-51

ACRMA-REMA Summary of Compressor Shipments For June and Second Quarter

ACRMA-REMA STATISTICAL PROGRAM
SUMMARY OF SHIPMENTS OF COMPRESSORS FOR JUNE, 1951
(Number Manufactured and Sold, for Refrigerants Other Than Ammonia)

	Total Continental U. S. Shipments, 5 Hp. and Under SEALED TYPE (Hermetic or Closed) (From Form A, Col. P)	OPEN TYPE, AIR COOLED (From Form B, Col. P)	OPEN TYPE, WATER COOLED (From Form C, Col. P)
Compressor Bodies, 5 Hp. and Under			
Sold in unitary (end-use) products	28,630	*	999
Sold as compressor bodies, compressors, or condensing units	140,733	8,474	2,279
Total	169,363	*	3,278

*Omitted to avoid the disclosure of figures of individual companies. Notes: The above figures are computed on the following bases: a. The number of compressor bodies reported includes only those that were both manufactured and sold by the company reporting. b. Compressor bodies that are intended for use with Household Refrigerators are not included. c. Only those compressor bodies are included above that are 5 hp. and under, intended for use with refrigerants other than ammonia, and intended for use within the Continental United States. d. Data reported monthly on this form should agree with data reported quarterly and semi-annually on other forms.

ACRMA-REMA STATISTICAL PROGRAM
SUMMARY OF SHIPMENTS OF COMPRESSORS FOR SECOND QUARTER 1951
(Number Manufactured and Sold, for Refrigerants Other Than Ammonia)

	SEALED TYPE (Hermetic or Closed) FORM A				OPEN TYPE, AIR COOLED FORM B				OPEN TYPE, WATER COOLED FORM C			
	Continental	U. S.	Grand		Continental	U. S.	Grand		Continental	U. S.	Grand	
Horsepower	Mfrs. (N)	Mfrs. (O)	Total (P)	Export (Q)	Mfrs. (N)	Mfrs. (O)	Total (P)	Export (Q)	Mfrs. (N)	Mfrs. (O)	Total (P)	Export (Q)
Sold In Unitary (End-Use) Products												
1/2 and less	XX	XX	54,465	1,822	56,287	XX	XX	*	XX	XX		
3/4	XX	XX				XX	XX	*	XX	XX		
1	XX	XX				XX	XX	*	XX	XX		
1 1/2	XX	XX	40,795	2,158	46,767	XX	XX		XX	XX		
2	XX	XX				XX	XX		XX	XX	493	
3	XX	XX				XX	XX		XX	XX	671	274
5	XX	XX	3,814			XX	XX	*	XX	XX	1,994	
Sub-Total	XX	XX	99,074	3,980	103,054	XX	XX	*	XX	XX	3,158	274
Sold as Compressor Bodies, Compressors, or Condensing Units												
1/2 and less	166,996	2,119	283,819		1,698	2,286	3,984	6,990	10,974		175	1,171
3/4	114,704				1,841	2,688	4,529	2,666	7,195	92		1,298
1	92,541	1,453	93,994		1,266	4,042	5,308	3,353	8,661		904	
1 1/2				33,869	443,337	728	2,242	2,970	1,206	4,176	108	692
2						1,738	1,746	3,484	669	4,153	805	1,087
3						278	1,464	1,742	439	2,181	829	2,009
5						383	1,534	1,917	559	2,476	902	
						75	1,398	1,473	315	1,788	370	1,208
											277	717
Sub-Total	403,957	5,511	409,468	33,869	443,337	8,007	17,400	25,407	16,197	41,604	1,930	6,514
Grand Total	XX	XX	508,542	37,849	546,391	XX	XX	*	*	XX	XX	11,602

*Figures omitted to avoid disclosure of operations of individual companies. Notes: Totals shown above do not include compressor bodies shipped for or incorporated in Household Refrigerators. In order to avoid disclosing the operations of individual companies, some data for two or more sizes of units are combined.

Reporting companies: Airtemp Div., Chrysler Corp.; Baker Refrigeration Corp.; Brunner Mfg. Co.; Carrier Corp.; Curtis Refrigerating Machine Div. of Curtis Mfg. Co.; Frigidaire Div., General Motors Corp.; General Electric Co.; General Machine & Mfg. Co.; Kelvinator Div., Nash-Kelvinator Corp.; Lehigh Mfg. Co., Div. of Lehigh Foundries, Inc.; Lynch Corp.; Mills Industries, Inc.; Norge Div., Borg-Warner Corp.; Servel, Inc.; Tecumseh Products Co.; Universal Cooler Div., Tecumseh Products Co.; Westinghouse Electric Corp. (Springfield and Hyde Park [Boston], Mass.); Worthington Pump & Machinery Corp.; York Corp.

K. O. Walker Purchases Bolin & Nicely Equip. Co.

KNOXVILLE, Tenn.—Bolin & Nicely Equipment Co. here has been sold to K. O. Walker, former general manager for the firm, and C. R. Franklin, owner of two supermarkets in this area.

Name of the Bolin & Nicely firm has been changed to East Tennessee Electric Co. According to Walker, it will deal exclusively in Frigidaire appliances, including commercial refrigeration and air conditioning. All servicing obligations of the former firm will be assumed by the new owners, Walker said.

Walker has been southeastern representative for manufacturers of air conditioning and refrigeration equipment for the past 11 years.

Worthington Announces Plant Executive Shift

HARRISON, N. J.—Worthington Pump & Machinery Corp. has named seven plant executives to new posts, according to E. J. Schwanhauser, executive vice president.

Four of those involved are manufacturing executives and three are engineering executives. The manufacturing executives in new posts are:

George P. Passmore, now assistant to the vice president in charge of manufacturing at Harrison, N. J. Passmore has been serving as works manager of Worthington's Wellsville, N. Y., plant since 1941.

A. M. Tullo, works manager of the Wellsville plant. Since 1945 Tullo has been assistant works manager at the Harrison plant.

John Burlick, assistant to the works manager at the Harrison plant, in charge of industrial engineering activities. Since 1945 Burlick has been manager of the methods and standard department.

Max A. Heyman, assistant to the works manager at the Harrison plant in charge of production control activities. He has been manager of the production department at Harrison since 1945.

Engineering executives in new posts include:

W. D. Sizer, now manager of regional engineering and service department, with headquarters at Harrison. Since 1940 Sizer has been executive engineer for the Harrison plant.

George F. Habach, executive engineer at the Harrison plant. Since 1945 Habach has been chief engineer of the centrifugal engineering division.

Everett Schmachtenberg, chief engineer of the centrifugal engineering division at the Harrison plant. Schmachtenberg has been assistant chief engineer of this division.

Passmore will be concerned with machine shop processes and facilities, except welding operations, in all

plants. Before joining Worthington, he was associated with Westinghouse Electric Corp. for 21 years.

Tullo joined Worthington in 1923. He worked in the centrifugal engineering department and later in the estimating department. During World War II he laid out, equipped and operated the Newark, N. J. plant of Worthington.

Burlick came to Worthington in 1930 to assist in the installation of the present incentive system. Heyman started with Worthington while studying mechanical engineering in 1929. He served as clerk, production shop foreman, tool chaser, tool designer, and in 1938 became assistant manager of the production department. In 1943 he was made manager of the production department. Sizer became successively foreman of the centrifugal test stand in 1921, field engineer in 1922, superintendent of the field erection department in 1927, engineering assistant to the works manager at Harrison in 1930, assistant works manager in 1932, chief engineer in 1934, and executive engineer in 1940.

Habach worked as a designer in development engineering and in centrifugal pump sales and engineering until he was made chief engineer of the centrifugal engineering division.

Schmachtenberg spent three years in the research and development department, and was transferred to the centrifugal engineering division in 1940.

Alleyn W. Schoen To Represent Refrigeration, Cooling Firms

CARMICHAEL, Calif.—Alleyn W. Schoen has opened a manufacturers' representative agency in refrigeration and air conditioning products here under the name "Sierra Enterprises."

Schoen was formerly in the refrigeration and air conditioning contracting business in the Sacramento area.

Schoen plans to operate in California, north of Fresno, and in western Nevada. His mail address will be Route 3, Box 8343, Carmichael.

Trane Co. Directors Declare Stock Dividend of 300,000 Common Shares

LA CROSSE, Wis.—Directors of The Trane Co., manufacturer of air conditioning, heating, and ventilating equipment, have declared a stock dividend of 300,000 common shares, Reuben N. Trane, chairman of the board, revealed recently.

The stock dividend in effect accomplishes a two-for-one split of the 300,000 outstanding shares of the company's \$2 par value common stock, traded on the Midwest Stock Exchange, Chicago.

The stock dividend was declared payable as of Dec. 20 to the stockholders of record Nov. 30. It is the intent of the directors that each stockholder of the company shall receive the same number of shares or fractional shares by way of the stock dividend as he shall hold on the record date, Trane said.

The directors also authorized transfer of \$600,000, the aggregate par value of the shares to be issued as a dividend, from paid-in surplus to the capital stock account.

Detroit Lubricator Buys 75-Acre Factory Site

DETROIT—Charles H. Hodges, Jr., president of Detroit Lubricator Co., a subsidiary of American Radiator and Standard Sanitary Corp., announces the purchase of a 75-acre factory site on East 15 Mile Rd. at the intersection of the Michigan Central railroad in Sterling Township, Macomb county, Mich.

The acquisition of this property will permit the expansion of the company's facilities, required not only by the steady growth in volume of existing business, but by the addition of new products.

The company manufactures automatic controls and specialized equipment for the refrigeration and heating industries, for the Diesel engine field, and for the armed services.

The main plant is located at 5900 Trumbull Ave., Detroit. Plant No. 2, on Harper Ave. in Gratiot Township, is devoted exclusively to the manufacture of water mixing valves for automatic washing machines.

Construction of the first of several units to be built on the new 75-acre site will be undertaken as soon as conditions permit.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS AVAILABLE

MANUFACTURER'S REPRESENTATIVES wanted. Complete line of refrigerated store fixtures, including latest design self-service models for super markets. Contact dealers, distributors and food chains. Our sales program for 1951 provides for the establishment of representatives in several desirable territories in United States. Have attractive proposal. Write us or visit our display at All-Industry Show in Chicago. Booth 101. FEDERAL REFRIGERATOR MFG. CO., P. O. Box 465, Waukesha, Wisconsin.

LABORATORY MANAGER. Mechanical engineering graduate with four years or more experience in product test and development of refrigeration or air conditioning products. Excellent opportunity with well established, growing West coast manufacturer. Write complete information to REFRIGERATION ENGINEERING, INC., 7250 E. Slauson Ave., Los Angeles 22, California, Attention Chief Engineer.

MANUFACTURERS REPRESENTATIVE to represent exclusive evaporative condenser up to 2 ton capacity. Many features make this a much desired product. Closed territory with sales to refrigeration equipment wholesalers only. Write stating territory covered or see us at the All-Industry Exposition in Chicago, November 4th to 8th. SNOWHILL MFG. CO., 3636 Grandel Sq., St. Louis 8, Mo.

COMMERCIAL REFRIGERATOR salesman to handle Warren refrigerator dealer and chain accounts in Ill., Mich., Ind., Wisc. Must have experience our industry. THE WARREN CO. INC., P. O. Box 1436, Atlanta 1, Ga.

SALES ENGINEERS with refrigeration and air conditioning experience wanted by leading manufacturer of Lowside Equipment. Several excellent midwestern territories available. Send resume and background to BOX 3837, Air Conditioning & Refrigeration News. Interviews will be arranged in Chicago during All-Industry Show Week of Nov. 5.

OLD, ESTABLISHED, nationally known manufacturer of complete line of quality refrigerated display cases (self-service and service), walk-ins, reach-ins, etc., has one each distributor in Iowa, Missouri, Kansas, Arkansas and Oklahoma needing experienced producer who can sell food markets, restaurants, etc. Draw if desired. Opportunity unlimited. Give complete background and earnings record. All replies confidential. Address BOX 3841, Air Conditioning & Refrigeration News.

MANUFACTURER'S REPRESENTATIVE to call on dealers to handle upright freezers. Choice territories open. BOX 3842, Air Conditioning & Refrigeration News.

BRANCH MANAGER. Large manufacturer wants high type man, experienced in sales and engineering of commercial refrigeration and air conditioning, to take charge of Chicago operations. Give details, education, experience, references first letter. Interviews during All-Industry Show. BOX 3847, Air Conditioning and Refrigeration News.

SALESMAN, AIR conditioning. Accustomed to earnings over \$10,000. Established Carrier distributor, midwest. Powerful advertising, continuous sales promotion, full line, excellent inventory. Permanent position, open to top man only. Interview at our expense. Write full details, BOX 3848, Air Conditioning and Refrigeration News.

EQUIPMENT FOR SALE

FOR SALE: One 10-inch, two 9-inch, one 4-inch ammonia compressors with electric motors and starters; one 22 hundred sq.

ft. condenser; one 30" x 16" receiver; one approx. 58 ton water cooler; two Der 150 flake ice makers; one 67 thousand C.F.M. air circulation fan with motor and starter, used in conjunction with one set cooling coils consisting of approximately 7600 lineal feet 3/4-inch pipe with fins. All York equipment. New 1950. BATES & ROGERS CONSTRUCTION CORP., 600 W. Jackson Blvd., Chicago, Illinois. Telephone, State 2-0793.

1—PROMINENT brand gas fired 3 ton residential unit, for heating and cooling, including cooling tower. New, still in original crate. \$1600.00 FOB Miami, Florida. RUSS and DOROTHY GRAY'S, 1566 NW 36th St., Miami, Florida.

FOR SALE—Standard makes new hermetic units—static & fan-cooled cond. 1/4, 1/2, 3/4, 1, 1 1/2, 2, 3, 4, 5, 6, 8, 10, 12, 15, 20, 25, 30, 35, 40, 45, 50, 60, 70, 80, 90, 100, 125, 150, 175, 200, 225, 250, 275, 300, 325, 350, 375, 400, 425, 450, 475, 500, 525, 550, 575, 600, 625, 650, 675, 700, 725, 750, 775, 800, 825, 850, 875, 900, 925, 950, 975, 1000, 1025, 1050, 1075, 1100, 1125, 1150, 1175, 1200, 1225, 1250, 1275, 1300, 1325, 1350, 1375, 1400, 1425, 1450, 1475, 1500, 1525, 1550, 1575, 1600, 1625, 1650, 1675, 1700, 1725, 1750, 1775, 1800, 1825, 1850, 1875, 1900, 1925, 1950, 1975, 2000, 2025, 2050, 2075, 2100, 2125, 2150, 2175, 2200, 2225, 2250, 2275, 2300, 2325, 2350, 2375, 2400, 2425, 2450, 2475, 2500, 2525, 2550, 2575, 2600, 2625, 2650, 2675, 2700, 2725, 2750, 2775, 2800, 2825, 2850, 2875, 2900, 2925, 2950, 2975, 3000, 3025, 3050, 3075, 3100, 3125, 3150, 3175, 3200, 3225, 3250, 3275, 3300, 3325, 3350, 3375, 3400, 3425, 3450, 3475, 3500, 3525, 3550, 3575, 3600, 3625, 3650, 3675, 3700, 3725, 3750, 3775, 3800, 3825, 3850, 3875, 3900, 3925, 3950, 3975, 4000, 4025, 4050, 4075, 4100, 4125, 4150, 4175, 4200, 4225, 4250, 4275, 4300, 4325, 4350, 4375, 4400, 4425, 4450, 4475, 4500, 4525, 4550, 4575, 4600, 4625, 4650, 4675, 4700, 4725, 4750, 4775, 4800, 4825, 4850, 4875, 4900, 4925, 4950, 4975, 5000, 5025, 5050, 5075, 5100, 5125, 5150, 5175, 5200, 5225, 5250, 5275, 5300, 5325, 5350, 5375, 5400, 5425, 5450, 5475, 5500, 5525, 5550, 5575, 5600, 5625, 5650, 5675, 5700, 5725, 5750, 5775, 5800, 5825, 5850, 5875, 5900, 5925, 5950, 5975, 6000, 6025, 6050, 6075, 6100, 6125, 6150, 6175, 6200, 6225, 6250, 6275, 6300, 6325, 6350, 6375, 6400, 6425, 6450, 6475, 6500, 6525, 6550, 6575, 6600, 6625, 6650, 6675, 6700, 6725, 6750, 6775, 6800, 6825, 6850, 6875, 6900, 6925, 6950, 6975, 7000, 7025, 7050, 7075, 7100, 7125, 7150, 7175, 7200, 7225, 7250, 7275, 7300, 7325, 7350, 7375, 7400, 7425, 7450, 7475, 7500, 7525, 7550, 7575, 7600, 7625, 7650, 7675, 7700, 7725, 7750, 7775, 7800, 7825, 7850, 7875, 7900, 7925, 7950, 7975, 8000, 8025, 8050, 8075, 8100, 8125, 8150, 8175, 8200, 8225, 8250, 8275, 8300, 8325, 8350, 8375, 8400, 8425, 8450, 8475, 8500, 8525, 8550, 8575, 8600, 8625, 8650, 8675, 8700, 8725, 8750, 8775, 8800, 8825, 8850, 8875, 8900, 8925, 8950, 8975, 9000, 9025, 9050, 9075, 9100, 9125, 9150, 9175, 9200, 9225, 9250, 9275, 9300, 9325, 9350, 9375, 9400, 9425, 9450, 9475, 9500, 9525, 9550, 9575, 9600, 9625, 9650, 9675, 9700, 9725, 9750, 9775, 9800, 9825, 9850, 9875, 9900, 9925, 9950, 9975, 10000.

CONDENSER COILS available for immediate shipment, copper coils with aluminum fins as follows: 1/4 H.P. to 1/2 H.P. condensers: (a) 3/4" copper tubing—aluminum fins—two rows 12" high—tube spacing 1" x 1"—14 1/2" wide 10 fins per inch; (b) 3/4" copper tubing—aluminum fins—three rows 12" high—tube spacing 1" x 1"—14 1/2" wide 10 fins per inch; (c) 3/4" copper tubing—aluminum fins—four rows 12" high—tube spacing 1" x 1"—14 1/2" wide 10 fins per inch; (d) 3/4" copper tubing—aluminum fins—two rows 9" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (e) 3/4" copper tubing—aluminum fins—three rows 9" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (f) 3/4" copper tubing—aluminum fins—four rows 9" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (g) 3/4" copper tubing—aluminum fins—two rows 7 1/2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (h) 3/4" copper tubing—aluminum fins—three rows 7 1/2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (i) 3/4" copper tubing—aluminum fins—four rows 7 1/2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (j) 3/4" copper tubing—aluminum fins—two rows 6" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (k) 3/4" copper tubing—aluminum fins—three rows 6" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (l) 3/4" copper tubing—aluminum fins—four rows 6" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (m) 3/4" copper tubing—aluminum fins—two rows 5" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (n) 3/4" copper tubing—aluminum fins—three rows 5" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (o) 3/4" copper tubing—aluminum fins—four rows 5" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (p) 3/4" copper tubing—aluminum fins—two rows 4" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (q) 3/4" copper tubing—aluminum fins—three rows 4" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (r) 3/4" copper tubing—aluminum fins—four rows 4" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (s) 3/4" copper tubing—aluminum fins—two rows 3" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (t) 3/4" copper tubing—aluminum fins—three rows 3" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (u) 3/4" copper tubing—aluminum fins—four rows 3" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (v) 3/4" copper tubing—aluminum fins—two rows 2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (w) 3/4" copper tubing—aluminum fins—three rows 2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (x) 3/4" copper tubing—aluminum fins—four rows 2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (y) 3/4" copper tubing—aluminum fins—two rows 1 1/2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (z) 3/4" copper tubing—aluminum fins—three rows 1 1/2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (aa) 3/4" copper tubing—aluminum fins—four rows 1 1/2" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (ab) 3/4" copper tubing—aluminum fins—two rows 1" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (ac) 3/4" copper tubing—aluminum fins—three rows 1" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (ad) 3/4" copper tubing—aluminum fins—four rows 1" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (ae) 3/4" copper tubing—aluminum fins—two rows 3/4" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (af) 3/4" copper tubing—aluminum fins—three rows 3/4" high—tube spacing 1 1/2" x 1 1/2"—18 1/2" wide 10 fins per inch; (

Cathode Rays Use May Permit Foods To Be Stored for Long Periods Without Spoiling

SCHENECTADY, N. Y.—Application of high-energy electrons in the field of food sterilization has far-reaching potentialities, according to a General Electric scientist.

Speaking before a meeting of the Fourth District Branch of the Medical Society of the State of New York, at the G-E Research Laboratory, Dr. Ernest E. Charlton said meat, fresh beans, grains, blueberries, strawberries, peaches, raisins, bread, and honey have been sterilized in this way in laboratory experiments.

"Wrapped bread that has been exposed to the cathode rays has been kept for many months at room temperature without becoming moldy and has retained a fresh bread odor," he said.

"Even sterilization of the surface of some foodstuffs may have far-reaching implications. By extending, even for a few days, the time that perishable foodstuffs can be stored, or transported, without reduction in quality, the economics and utilization of these products can be vastly changed."

In order to get adequate penetration of the rays, needed to sterilize such items as glass vials containing antibiotics and other drugs, it seems

entirely feasible to build a cathode-ray generator operating at from five million to ten million volts energy, he observed.

Dr. Charlton, who heads the laboratory's X-Ray Section, cited blood plasma as another of the many materials on which electron or cathode ray sterilization might be used effectively.

He said blood plasma might be sterilized with high-energy electron rays more efficiently than with ultraviolet rays, as is done now.

Big advantage of cathode rays in killing germs and mold, he explained, is that such sterilization may be accomplished without heating the material. This is particularly attractive for certain drugs and other products that might be damaged by heating, he pointed out.

While ultraviolet rays do not heat the plasma, they do not penetrate into it as deeply as would the high-voltage cathode rays, Dr. Charlton said. Thus, sterilization with electrons might be more efficient.

He said further laboratory work is needed in order to make sure that cathode-ray treatment of blood plasma does not cause the formation of any poisonous compounds.

Southwestern Bell To Begin Air Conditioning Program

DALLAS—Southwestern Bell Telephone Co. will start an air conditioning program during 1952 in its Texas installations, C. L. Stewart, division manager, has announced. Details of the program will be worked out later.

Stewart said the decision was agreed upon at a meeting between representatives of the commercial department of the Communication Workers of America Local 6215 and officials of the company.

The union-management agreement is the result of efforts to meet the complaints of telephone workers throughout Texas who walked off their jobs last summer because of the heat.

Admiral Corp. Div. To Vote On Union Representation

WASHINGTON, D. C.—Office clerical employees and service personnel of the Milwaukee Distributing Div., Admiral Corp., will vote soon to determine what union will represent them in collective bargaining with the wholesale firm.

Separate elections of the two groups of workers will be held under a National Labor Relations Board order.

Office clerical employees will decide if they want to be represented by the International Union of Electrical, Radio, and Machine Workers, CIO. Service personnel will vote to determine if they wish to be represented by the same union or by the International Brotherhood of Electrical Workers, AFL, or by neither.

Color TV Suspension --

(Concluded from Page 1, Column 4)

federal policy that disapproves of inventions and design changes when they tend to stimulate a demand for scarce materials.

Prior to the scheduled meeting, DPA officials expressed doubt that television manufacturers would be asked to halt all work on color TV or that the government would prohibit color telecasting for theaters. Announced object of a suspension of color TV development would be to free electronics engineers "for important military projects."

Earlier, Frank Stanton, president of the Columbia Broadcasting System, announced that CBS has suspended plans for mass production of color television receivers in compliance with a request from Defense Mobilizer Wilson, and has discontinued regular color broadcasts.

But, Stanton said, CBS intends to continue experimental and developmental work "within limitations."

During the period of manufacturing suspension, he stated, CBS will work for the development of a tri-color tube and "on the development of a simple adapter which may be attached to ordinary black-and-white television sets and which will enable those sets to receive color television signals in black and white."

CBS-Columbia, Inc., the company's manufacturing subsidiary, will continue to manufacture black-and-white receivers and electronic equipment for the defense program.

Wilson told CBS the suspension of color TV set manufacturing was necessary "in order to conserve critical materials."

Meat Processing Demonstration Ups Sears Rochester Sales

ROCHESTER, N. Y.—Home freezer business in the Main Street store of Sears, Roebuck & Co. received considerable impetus during a three-day demonstration on processing meats for home freezing, conducted in the appliance department. The demonstration was put on by Emil Huegal of the Erie Wholesale Packing Co. who showed spectators how to cut, wrap, and prepare meat for freezing.

Tied in with the demonstration was a special meat offer to customers buying freezers. Fifty pounds of meat was given with each purchase of a large size freezer, 40 lbs. of meat with each purchase of a medium size freezer, and 30 lbs. of meat with each small size freezer.

Detroit ASRE To Hear Talks On How To Make Service Pay

DETROIT—"Air Conditioning and Refrigeration Service and How to Make it Pay" will be discussed by J. M. Baragar, general manager of Johnston Refrigeration Sales Co. before the Detroit ASRE section at 8 p.m. Thursday, Nov. 1, at the Rackham building here. Members of the Refrigeration Contractors Association of Detroit and the Greater Detroit chapter of RSES will be guests.

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Turn to "What's New" Page for useful information on new products.

NCRSA To Highlight Sales Training During Panel Discussion at Annual Meeting In Chicago Nov. 4-6

PHILADELPHIA—A sales training panel presenting ideas on training, supervising, and motivating salesmen will be one of the highlights of the National Commercial Refrigerator Sales Association's fifth annual convention to be held Nov. 4-6 at the La Salle hotel in Chicago.

In addition to the three members previously announced, the panel will include Loring T. Hammond, president of Moe Bros., Milwaukee. Considered an authority on salesmanship, Hammond has served as a director of the National Federation of Sales Executives and as president of the Milwaukee Sales Managers Association, and has taught the subject at the University of Wisconsin.

The panel is scheduled for Tuesday morning, Nov. 6, and will be followed by election of officers. Sunday will be devoted to registration and the annual dinner meeting of the board of directors. On Monday, speakers from within and outside of the industry will discuss problems of concern to the commercial refrigerator field. The annual dinner is set for Monday evening.

SUNDAY, NOV. 4

2-9 p.m.—Registration of delegates.
6:30 p.m.—Annual dinner of the association's board of directors.

MONDAY, NOV. 5

8:45 a.m.—Registration.
10 a.m.—Meeting called to order by President Rosenberg.
"The Activities of The Association."

Marie H. Lawton, executive secretary.

Annual address of the president.—I. Rosenberg, Jr., president, Refrigeration Equipment Co., of Pittsburgh.
"The Business Outlook"—George W. Cloos, economist, Federal Reserve Bank, Chicago.

"What's Ahead For Our Industry."—R. L. Tyler, president, Tyler Fixture Corp.

"Time Out for Self Appraisal."—H. Ferris White, Jr., Booz, Allen & Hamilton, Chicago.

Appointment of nominating committee.

2 p.m. Afternoon session.

"What Progressive Steps Can We Take In The Year Ahead?"—John Poth, president, A. C. Wicke Mfg. Co., New York.

"Problems of Management—How The Distributor Can Solve Them."—J. S. Lipack, executive vice president, Super-Cold New York Corp.

"What Is An Ideal Distributor?"—W. J. Stelpflug, vice president, Hussmann Refrigerator Co.

"How Modernized Self-Service Stores Increase Sales."—James F. Haboush, editor, Food Mart News, Chicago.

7 p.m.—Fifth annual dinner.

TUESDAY, NOV. 6

10 a.m.—Meeting called to order. Sales training panel—Nominating committee report. Election of officers and directors. Introduction of new officers.

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Typhoon's Prop-R-Temp, in a simple, foolproof package, provides perfect year 'round air conditioning... cozy warmth in winter without fuss or fuel, and perfect summer cooling.

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